

GREAT LAKES TECHNOCRAT

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Illustrating the Futility of Price System Methods of Operation; Interpreting the Trend of Events from the Social Aspects of Science; and Presenting the Specifications for Total Mobilization for Peace!

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TECHNOCRACY DIGEST

Science Is Your Social Security

Accept No Substitutes

By Alice Langan

In spite of all the philosophical drivel about the glory of war and the joys of rugged individualism, man is a social creature who craves social security. He will fight and die to obtain even a meager portion of it. The desire for security has been as a whip on his back for ages. The Operating Rules of the Price System are largely calculated around this deep-rooted fact. All of its rewards are negotiable in terms of individual security at the expense of others. So far only a blessed few on top of the social dung heap have ever managed to cash in. Social Security is still the great mirage of the Price System, for most citizens. Nevertheless, a real Social Security is available for all citizens in North America. This article tells you what it is and how to get it.

Three Strikes and You're Out

THERE is an old saying that there are three things every human being can be sure of—(1) that he is born, (2) that he gets married, and (3) that he dies. Obviously, one must be born to be here. Did you ever realize the conditions to which 98 percent of Americans are born? A recent survey in Illinois showed that 100 to 150 babies out of each 1,000 born in the slum areas die. More decent neighborhoods do a little better; only 30 out of 1,000 die. In other words, five times as many babies die in the slum areas; and in Chicago alone the blighted and near blighted areas occupy 22 square miles.

Each year 250,000 or more babies are born in the United States to mothers unattended by even a nurse. The chance of a mother living to enjoy the child she bears is improving, for mortality was cut one-third in the first years of this decade. Only 20 white mothers per 10,000 births died in 1943.

Into what sort of a home are you apt to make your entry? For about 98 percent of us, conditions are anything but good. According to Dorothy Thompson in the *Ladies Home Journal* of September 1944, nearly

one-third of all houses in America are without running water, nearly one-fourth are without electric lights, 35 percent are without toilets, and 40 percent are without any bathing facilities whatsoever. This is the 'high standard of living' of which the politicians speak.

What are your educational chances under our much vaunted 'high standard of living'? Four percent of adults have never gone to school at all; 13 percent never got beyond the fourth grade; 56 percent got only as far as the 8th grade or less; this despite the politicians' having passed a law making education compulsory up to the age of 16. Seventy-five percent never finish high school, and less than 15 percent got the 'higher' education of college. This lack of education and training accounts for the fact that today, right now, 40 percent of Americans are occupational misfits, one-third of all men at the age of 40 are still looking for jobs with a future, and only 30 percent ever find the right occupation.

As to that second sure thing, marriage, there are 3 million more women of marriageable age in the United States than there are men available. No security there, ladies!

If you manage to survive the benefits of a 'high standard of living' and reach the age of 65, the retirement age under the Price System social security set-up, it may be your privilege to be one of that group of 60 percent of all persons 65 years or over who are supported by charity.

Since politicians certainly have not been concerned with the health of their constituents, it is easy to see why cancer kills more people in 2 years than we lost in 4 years of war, or why Penicillin, that life saver, although discovered in 1929, was not used until war forced it out of hiding to heal men wounded fighting for The American Way.

Chippy On The Fence

Year after year, politicians have been making promises, never intending to fulfill at least one-half of them, and totally unable to fulfill the other half. When the politician 'flops' on these promises, does he acknowledge responsibility? Certainly not! Senator Murray explains why, writing in *Collier's* of October 6, 1945, sponsoring the full employment bill, where he said:

Traditionally, the fine art of buck-passing has flourished in Washington as nowhere else in the world. When things go wrong, the President can always blame Congress. The Senate can blame the House. The House Democrats can shift the burden to the House Republicans and the House Republicans can pass the buck to the White House. Hunting for responsibility among the 96 committees of Congress is like hunting for a needle in a haystack. There is no over-all responsibility for the Acts of Congress as it is now constituted.

Yet it is this body, these politicians, who are going to legislate into ex-

istence 60,000,000 jobs, this body which has 'no over-all responsibility.'

Let us state unequivocally that it is impossible to provide 60 million jobs by legislation or in any other Price System way. For a quarter of a century, the problem in America has not been one of production, but rather one of how to distribute the goods produced not by man-hours of labor but by power, machines, technological methods.

America today is not the America of even 25 years ago; certainly not the America of 150 years ago when human muscles did perform the major portion of the work done. America today produces its goods and services by the use of all kinds of technology, both on the farm and in the factory.

Since the tractor was introduced, output per worker on farms has increased 80 percent. By 1946, business economists say that only 83 persons out of 100 employed in 1940 will be needed to produce the goods formerly produced by 100. Seventeen out of every 100 persons who were employed in 1940 will be permanently displaced, no longer needed to produce anything.

According to the *Wall Street Journal* of September 9, 1945, the greatest expansion in any five-year period of the country took place during the war years 1940 to 1944, for productive capacity rose 40 percent and industry's output was doubled.

The Invisible Labor Force

Mr. F. R. Moulton of the Brookings Institute, on December 15, 1944, made it very clear who is doing the work in North America. He said:

Electricity does 50 times as much work in the U. S. as all the millions of human beings, horses, oxen, etc. Three-fourths of this development has come since 1920 and *all* of it since our old men were boys. (italics ours)

It is because electricity and other technology are doing the work and producing the goods that we in the United States in the war year 1944 produced an all-time high of consumer goods, more even than in the record year 1929, despite the fact that 12 million adults were in the armed forces, half a million in the Merchant Marine, three million in Federal Government employment, and 12 million engaged in direct production of war materials. Twenty-seven million persons were withdrawn from the production of civilian goods; nevertheless in 1944 we produced an all-time record high of such goods. Man-hours of labor did not do it; extraneous energy, machines and technological methods did.

The use of any kind of extraneous energy, or energy outside of the human body in industry decrees inevitably that man-hours of labor will be permanently displaced in direct proportion to the application of energy. William F. Ogburn, Professor of Sociology of the University of Chicago, on August 12, 1945, in a radio discussion, foresaw the end of human toil. He said:

Any great new use of energy has the potentialities of reducing, and, I may say, even abolishing human toil. We might if we look forward into the future even have factories without any laborers in them at all; but, of course, this will all come slowly.

Not so slowly, Mr. Ogburn! Today, 22 million persons, with modern technology, could produce all the goods and services that citizens of the United States need. What about the other 38 million jobs being promised by the politicians? Of the physical factors involved in our social structure, the politician knows nought and cares less.

Why do you and I and 98 percent of the balance of North Americans want jobs anyway? Because we love to work? Certainly that cannot be the reason, for any one will tell you that the time he enjoys most is time away from the job. If you were to believe the ads of industrial concerns, we must have jobs because that is 'the American Way.' And so it is! Under a Price System, you and I (by working) must exchange our man-hours of labor for purchasing power. Then we must exchange purchasing power for goods and services. Consequently, if you don't have a job, you cannot have purchasing power; and if you don't have purchasing power, you cannot get goods and services.

Have You Got It?

You and I have been told by the politicians that we must continue the high purchasing power of the war years. Very few of us challenge the statement, and a great many Americans are convinced that purchasing power was high at least during the war, if not before. Since few Americans read the Statistical Abstract of the U. S., it is difficult for them to realize that in 1943 these were the income levels of American life:

6,923,000 families lived on less than \$1,000 per year and were continually facing starvation;

9,757,000 families lived on incomes between \$1,000 and \$2,00 per year, and and were continually fighting poverty;

6,805,000 families had between \$2,000 and \$3,000 per year, still considered sub-standard living in the U. S.;

4,236,000 families did manage to obtain sufficient pur-

chasing power for health standards, somewhere between \$3,000 and \$4,000 per year;

2,486,000 families were in the comfortable middle class, and even they did not get more than \$5,000 per year;

1,805,000 families were able to afford luxuries, earning up to \$7,500 per year;

597,000 families built up savings, earning up to \$10,000 per year; and

751,000 families achieved incomes over \$10,000 per year.

These figures are not far above the figures of 1938, a depression year. The war made it possible to exchange more man-hours for purchasing power, for we produced war materiel in addition to high civilian production, but the war lasted such a little while.

A few days after war's end, the *United States News* of August 24, 1945, estimated that income payments to individuals would drop from the 1944 rate of \$163 billion to \$120 billion or a 20 percent decline. The Federal Reserve Board has just released results of a significant study. It concerns the wartime savings of the mass of workers who are going to 'spend the nation into prosperity.' Oh, yeah! The survey revealed that the top third families in the income group held 77 percent of all savings; the middle third 17 percent and the lower third only 6 percent. (*Labor*, Oct. 20, 1945) With two-thirds of the families holding only 23 percent of all the savings, who's going to spend what?

The political candidate stomping the country during the last Presidential campaign on a platform of full em-

ployment because of the demand for goods, completely overlooked the fact that in 1938 there was just as much need for the articles which he said business was going to produce in the postwar and which would provide employment. In 1938, 24 million families needed refrigerators and 20 million needed washing machines. These luxuries of the American Way of Life were not within their reach then for they did not have sufficient purchasing power. They did not have sufficient purchasing power, since goods and services, including washing machines and refrigerators, are produced by technological methods and not by man-hours of labor.

There's only one way to get purchasing power under the Price System; you must sell your man-hours in exchange for it. Under the demands of producing for war, man-hours were at a higher premium. The politicians assume this will continue, that they can legislate more jobs into existence than were possible even during the wartime peak, and so keep purchasing power at a high level. Somehow, disregarding all the physical factors, the politicians are intent on guaranteeing the American Way of Life.

Prognosis Difficult

Lionel D. Edie, economist and long-time observer of American industrial trends, in *Power Magazine* of January 1945, issues a warning, however, when he states:

Mechanization of plant and equipment is the *only answer* to the high hourly and weekly wage rates which will prevail after the war. The war will leave industry saddled with high labor cost, from which the only escape will be through mechanization. This trend toward mechanization will culminate in a great boom in the

production of *labor-saving machinery* of all kinds. (Italics ours)

And, ladies and gentlemen, the promises of the politicians notwithstanding, labor-saving machinery does not mean a high degree of purchasing power. It does mean lower operating costs for business; lower salaries for the worker; and lower total mass purchasing power.

To offset the glowing promises of the politicians to legislate 60 million jobs into existence, the *United States News*, on August 10, 1945, five days before the war ended, realistically estimated the postwar job prospect:

10,700,000 jobless is a prospect. Early months of 1946 will hold little promise of relief in event the war ends by Oct. 1945. Wages would fall for most industrial workers who keep their jobs. Of the 10,700,000 unemployed in mid-1946, only 400,000 could expect to find jobs by Oct. 1, 1946. By the end of 1946, the number of jobless will still approximate 7,700,000 persons, even though *production approaches peacetime peaks*. (Italics ours)

Of course, this dire forboding of continued long-time unemployment was later tempered somewhat by the *United States News* indicating that 9 million unemployed 'does not mean fewer jobs; it just means more job-seekers.'

This quotation from a recent issue of *Power Magazine* might be entitled 'Truth and Consequences' except that the second sentence, guaranteeing a good living for all under the Price System when more production is achieved per man-hour is not the consequence of the first sentence:

Postwar America will achieve a higher production per man-hour

than the world has ever known. They know that nothing else can insure a sound economy *with good living for all*. (Italics ours)

The facts are the opposite. At no time did a 'good living for all' follow high production in the Price System. On the contrary. High production means lowered purchasing power. Any distribution which takes place is merely incidental under our economic system. The basis on which the Price System works, and in reality the only reason for its existence, is scarcity conditions, when goods can be sold at the highest price (and profit) obtainable.

Business is in business for the prime purpose of making money. Politicians naively assume that simply by legislating 60,000,000 jobs as being necessary, these jobs will be provided by business to every American 'willing to work' be he civilian or returned soldier. In North America, we have achieved high production during war and prior thereto, we have achieved abundance, but not by hiring men. We did it by hiring machines.

Let's Reconvert Back To War

Having produced abundance, it becomes a menace to the further operation of the Price System; therefore abundance must go. Go it certainly did in the 'plowing under' of surplus goods, food, cotton, planes, etc., and in the expediency of war which 'blew up' much of the surplus and destroyed a lot of the abundance produced by technology.

The reason for wars seems to be adequately explained by that shrewd and practical observer of economic trends, R. L. Williams, President of Chicago & Northwestern Railway, who made a statement in the *Chicago Daily News* of May 17, 1945, to the effect that:

Every year of a war means good business for a year after it ends. The war has lasted 5 years; therefore, I expect 5 years of better than normal business.

Mr. Williams, of course may be right; war itself has always been good business, even if it was not such 'good dying.'

The politicians in adopting the slogans of 'full employment' seem convinced that we will have better than normal business, for never before in our history have 60 million people ever been employed at one time. If it were possible to provide that many jobs, almost immediately upon its achievement, the Price System would fold up. The reason is that the resultant abundant production would flood the market in such a short time. Labor would have to 'fold its tents like the Arabs and silently steal away.' Where To?

Americans facing the uncertainties of the reconversion period are desperately eager to believe that the politicians can somehow legislate prosperity into existence. In that lies America's danger. If we hope too long, chaos will descend upon us. Let the politicians try to legislate that away.

Senators and Congressmen, practicing the traditional art of buck-passing, will seek to shift the blame when the inevitable happens and they are unable to make good on their full employment promises. Congress, however, had better beware of passing the buck to business. The Price System press contains some warnings at least that 60 million jobs cannot be achieved. President Allan Sproul of the Federal Reserve Bank of New York, goes further. In *The Chicago Tribune* of August 25, 1945, he is quoted as saying:

I should deplore an assurance of full employment. So far as

known, full employment has never been achieved for any period of time in a modern state, except under a program of preparations for War (Germany and Russia) or under the *compelling needs of actual war, as recently in the U. S.* (Italics ours)

Wallace R. Deuel, in the *Chicago Daily News* of September 13, 1945, says:

It is a stark and terrible fact that the only way the Western World has kept itself going economically for 27 years has been by borrowing and spending to get ready for and fight a war.

The Second World War is over. What are the immediate prospects for the future? They are not pleasant to contemplate, but face them we must.

Tag, You're It

The peak of wartime employment was reached with a working force of 51,946,000. A working force of 51,000,000 is almost 6 million more jobs than even existed in 1939. Sixty million jobs means 15 million more than existed in 1939. That is a very big order.

It has been estimated that approximately 75 percent of Veterans did not have any jobs at all before entering the armed services, some because they were too young, others because they were unable to find employment in the Great Depression.

Those Veterans seeking small businesses with the aid of G.I. Loans, are warned by the *Chicago Tribune* of July 13, 1945, that the banks are informing Veterans that 30 percent of all small business ventures fail in the first year, 15 percent more in the second year, and that only one out of five remains at the end of 10 years. Oh, yes, we take good care of our Veterans, for how long?

Are you over 45? Almost two-fifths of those employed in the civilian labor force are 45 years of age or over. Nearly 3 million are over 65. Remember the prewar period when the trend indicated a steady reduction in the proportion of older workers in industry? Remember the 'over 40' clubs, organized because men over 40, in the good old days of 1933 to 1941, were considered too old to be hired!

The great battle of the Unions, fighting for guaranteed wages, or at least for 48 hours' pay for only 40 hours' work, will be lost, not by capital's bitter fight to prevent it, but to the physical factors which make either one of those goals impossible of achievement. Take heed of the warning issued via the *Paterson, New Jersey, News*, that 'there will be plenty of work for those who are willing to work and do not cling too long to the idea that inflated and extravagant wartime wages can be paid by private industry.' Private industry's answer will be mechanization of plant and equipment.

Congress and the politicians are going to find it very difficult to pass the buck when the 60,000,000 jobs fail to materialize. Senator Taft, on October 26, 1945, made a fine buck-passing attempt when he stated that—

The Declaration of Independence does not even guarantee happiness. It guarantees the right to pursue happiness. All we can guarantee (by the full employment bill) is the *right to pursue jobs*. (Italics ours)

A Real Deferred Demand

A new declaration of independence is therefore in order and a new concept of citizenship is needed. Let's declare ourselves freed from the concepts conceived prior to the year 1648, particularly those concepts dealing with the 'nobility of toil' and the 'right to

work' and let us face the realization that in the New America of Abundance, human toil will be almost entirely eliminated, but security from birth to death will be mandatory.

As early as 1935, J. Roscoe Drummond, Executive Editor of the *Christian Science Monitor*, gave us an inkling of the new social responsibilities we individually and collectively would have to face, for he said:

While we have been facing the challenge of a grim depression and a still grimmer unemployment, *we have been deferring the challenge of modern science*. We know that a scientific development capable of revolutionizing the nation's economy is possible whenever we are prepared to accept the social and industrial responsibilities essential to its realization. (Italics ours)

Ten years later, ten years of great physical change on this Continent, in an advertisement of the McGraw Hill Publishing Company in 1945, Mr. James H. McGraw, Jr., states our dilemma:

At one giant stride our scientific and technological development has so far outdistanced our social engineering that *we have no choice* but to turn our full powers of creative imagination to control the forces we have unleashed and to bend them to man's use rather than to his destruction. (Italics ours)

Technocracy has the blueprints of that design of social engineering; the design of operating the North American Continent as one geographic unit under the technological control, which has been ready and waiting for 12 years; waiting for the mass movement which will inevitably take place when it is no longer possible to stay alive under the Price System. It is not pos-

sible now for any politicians, or any one else, to provide 60,000,000 jobs; and under no circumstances whatsoever will it be possible in the future. It IS possible NOW to have security through science, with abundance for all.

The social program of Technocracy is very clear; its record is written in its literature for all to read. Its design of operating under a technological control is based on all of the physical factors involved. It makes no promise that cannot be fulfilled. Its social program is based on the fact that our modern technology, coupled with the vast resources of this Continent, make it possible to increase production so that we can provide an abundance of goods and services to meet all the requirements of each and every North American citizen.

Here are some results which can be realized by operating this Continent on the basis of a designed technological social unit.

What's Holding Up Delivery?

Standard of Living: A higher standard of living for everyone, the highest in the world. All productive capacity would be released from artificial restrictions. A maximum, unrestricted distribution would be made to all citizens without differentiation in incomes, based on the total goods and services available in any given time-period.

Housing: Redesigned housing, machines for living, for the entire population, measuring up to the standards of modern technology. There would be no mortgages, taxes, or financial assessments.

Hours: Reduction of working hours in direct ratio to the diminishing total of man-hours required. Under full load operation working shifts could be reduced to 4 hours per day, 4 days per week.

Retirement: Full income, after retirement, until death. This is not an old-age pension, but continued participation in the abundance of available goods and services.

Production: Capacity operation of physical equipment on a balanced-load basis.

Education: Education of a new, high standard for all up to the age of 25 with specialized training for all in chosen fields.

Health: Full medical and dental attention for everyone as a compulsory service through the Continental Public Health Sequence.

Freedom: Full opportunity for everyone to spend leisure time in any manner desired. Freedom from restraint in religion, speech, culture, sports, and hobbies.

Opportunity: Equal opportunity for every boy and girl, every man and woman, to take his or her place in society to the degree of his or her attainments and ability.

Money: Elimination of money and consequently of debts, taxes, insurance, etc.

Listening any longer to political parties will lead us down the road to economic chaos and disaster. Abundance and social security cannot be dispensed to the people of Canada and United States by any political party administration of this Price System, whether of the Left or of the Right. Those who advocate any or all of the political nostrums are in actuality counter-revolutionists seeking to delay or to sabotage the arrival of the New America of Abundance.

Which do you want for yourself and your children, chaos under the Price System, or Social Security with Science in a Technate of North America?

You have but one more chance—It is the eleventh hour!

Investigate Technocracy!

Deep From The Heart of Texas

Long Horns or Long Heads

By Sgt. Scoop

One Nation Indivisible

IT's one nation, the United States of America of ours, but sectional worries and jealousies crop up repeatedly. Frequently the causes of a sectional worry illustrate forcefully that fuller integration of our nation's facilities and longer-range planning of our resource utilization is absolutely essential to our future. A case in point is related in an editorial in the *Dallas Morning News*, June 14, 1945.

The nation has great recurring resources, like vast forests and expanses of grassland. It has other great resources which are not recurring, a fact that brings the need for conservation into sharp focus. The major part of the aforementioned editorial is quoted here to illustrate a Texan position on the dissipation of one major non-recurring natural resource, natural gas.

Every loyal Texan wants Texas to do, not merely its per capita share of the war effort, but its utmost share, according to its human and material resources. Yet, while doing this, we should also do a little calm reflecting upon the terrific rate of speed at which our Texas resources are being taken. For example, between 1940 and 1944 the petroleum production of the United States was increased 324,539,000 barrels annually. In the same period of time the Texas production was increased 421,226,000 barrels. In other words, Texas' oil reserves were tapped for the entire increase for war purposes and nearly 100 million

dollars in addition to offset decreased production in some states.

At the same time we have a flurry of actual and tentative construction of high-pressure natural gas pipelines to take Texas gas to the Appalachian coal fields, the Ohio Valley, the Atlantic Seaboard, California and Mexico. The plan to store Texas gas in Canada is an example of the extent to which this most valuable of Texas' natural resources is being shipped abroad for the utilization of others. West Virginia's natural gas fields are now being repressured with Texas gas.

The argument is made that Texas has greater oil and gas reserves than any other state and should, therefore, contribute a greater part. There is some substance in this argument, but it overlooks that fact that Texas does not have reserves of other fuels. When the oil and gas are gone our really great fuel resources are very largely dissipated. Yet today our natural gas, the world's finest fuel, is being sold at the well for 3½c per thousand cubic feet to be shipped to areas having a 2,000-year reserve supply of coal.

Again, the people of Texas want to make any sacrifice that is necessary for the winning of the war, but sacrifices of all areas should be in proportion. And certainly no sacrifice should be imposed in such a way that, while draining our resources, it at the same time cripples our newly found industries.

In wartime, materials must be secured from wherever possible. Had it been *necessary* to completely deplete Texas of its supply of natural gas to save the entire nation, that undoubtedly would have been done. For the same reason the Northwest might have been denuded of timber, the Great Plains stripped of cattle, the Mesabi Range emptied of iron ore. Livestock are a recurring resource, and unless a species is forced into extinction, it will multiply and again populate the land. Not so with natural gas; not so with iron ore.

We have been a nation wasteful of resources. Texas has not hesitated to burn billions of cubic feet of natural gas in the furnaces of its industry and to heat the homes and public buildings. Certain advantages of gas over solid fuels cannot be denied, yet, in the long run, and if a nation survives it must not falter in the long run, might it not have been wise for Texas to have hoarded its natural gas for purposes of greatest importance and to have used coal, electricity or wood where it could successfully supplement the gas and prolong the period of gas availability?

With Goods and Services For All

Central and West Texas have no wood to burn. Nowhere in Texas are there commercial deposits of coal. The potentialities of hydro-electric power development are not at all limitless. Then cannot Texas dissipate its own resources if it wishes? Being its own resource, can't Texas deny other States a share in the dissipation?

Possibly, but how does the situation look from the national viewpoint? The nation does not want to ruin Texas by draining its natural gas and then leaving it without a source of extraneous energy. Texas is willing to sacrifice for the destruction of the

enemy in time of war but not, of course, to follow a policy leading to self-destruction.

There needs to be an answer now in the very near future. We Americans like to think we know all the answers. Sometimes we do. Technocracy has the answer to the Texas dilemma pointed out by the editor of the *Dallas Morning News*. The same answer is just as applicable to the energy problems of other parts of the nation.

The answer is a nationwide, eventually a Continent-wide, energy transportation system. Coal would not necessarily, nor even probably, be transported to Texas, but the energy of coal would, by wire. A Continental electric power grid would be installed to distribute power to any part of the nation as needed. It would draw from energy sources, coal, hydro, gas, waste products, or what have you, in whatever manner would provide the desired results. One of the results would, of course, be proper conservation of non-replaceable and non-recurring resources.

A Continental power grid has already been designed by American engineers. The specifications can be examined in any Section Headquarters of Technocracy. Its execution awaits only the realization of the American people that our land will not flow milk and honey in perpetuity, without our directed help.

The largest state in our Union has expressed deep concern over its resources. It is time all America not only expressed concern but started constructive action. Wake up, America! Investigate Technocracy, and you investigate the future of your own great nation.

'He that will not apply new remedies must expect new evils.'—Sir Francis Bacon, 1561-1626.

A Serviceman's Diatribe

It Seems There Is More Than Politics Wrong With the U. S.

By A. A. Imbermen

Reprinted from the *Chicago Daily News*, March 4, 1944

By dint of a special invitation from Mary Frances Mears, this reporter managed to gain entrance to the Masonic Service Center on N. LaSalle St. Miss Mears, having read of this reporter's heroic attempts to get servicemen to talk about the 1944 presidential election outlook, suggested that the soldiers and sailors and marines who inhabit the Masonic Service Center were dying to tell someone about their political leanings.

It was fairly early in the evening when this inquiring newspaperman made his grand entrance, but nobody seemed to care. In one corner sat a solitary soldier, reading *Newsweek* magazine—obviously a man interested in current events. This reporter steered a straight course for him.

After disabusing the soldier of the notion that dirty pictures were being peddled to him, we got down to cases. What did he think of Roosevelt vs. Wilkie or Dewey?

The soldier stared hard at this reporter. 'Say,' he said finally, 'are you the fellow interviewing servicemen about the 1944 elections and getting every answer but the one you want?' Without waiting for a reply he plunged ahead. 'Well, what they told you two weeks ago is the bunk.'

'Howzat again?'

Only One State

'I said,' he repeatedly irritably, 'that whatever servicemen told you there were 48 states, it's the bunk. I've been in the Army three years,' he said as he leaned back in the easy chair, 'and I've been stationed in practically every part of the country, and

I've discovered there's only one state in the Union, not 48.'

'One state, eh?' echoed this reporter, ready for any kind of madness. 'What is it?'

'It's a combination of New York City and Hollywood,' the other replied bitterly. 'I tell you I never realized it until I got into the Army and saw the country. It's simply criminal.'

'Just a second,' implored this reporter. 'Before I think you're really nuts and not just apparently nuts, what are you talking about one state being a combination of New York and Hollywood?'

The soldier clenched his teeth. 'Listen, it's this way,' he said finally with a forced patience. 'Two weeks ago you had a bunch of soldiers tell you what a wonderful place Oregon is and South Dakota and what all else. You wrote it up and they had it pasted up on a bulletin board in one of the recreation centers. But what I'm trying to tell you is that it ain't so.' He was very emphatic. 'There may be 48 geographic divisions called states, but culturally all of them are nothing but 10th-rate imitations of New York and Hollywood. And I object, see?' He stuck his face forward and this reporter leaned back warily.

'Just what do you mean?' this Chicagoan asked.

The Movie Influence

The soldier sighed grimly. 'I was stationed at Fayetteville, N. C.,' he began slowly, 'and what did I find? Now how much of the South was there? Nothing. Not a hootin' thing. They tune in on Hollywood's Radio

Theater of the Air every night, put in a brisk session with the New York newscasters, go off to a Hollywood movie all about some horrible outpost of civilization called Brooklyn and then they go home and crawl in bed.'

This reporter listened, still wary.

'Then I was stationed at Fort Des Moines in Iowa,' the soldier continued. 'I visited at the state college at Ames. One night I went to a sing by some students. What did they sing?' he demanded rhetorically. 'What did they sing?' he repeated. 'A lot of tripe written in New York's Tin Pan Alley that was as phony as a tin ear. I found the same thing in Texas.' He leaned forward intently. 'Do you think they'd ever sing a native country ballad? Of course not,' he snorted. 'All they knew was some New York or Hollywood ditty about that old black magic that's tootled over the radio day and night.'

This reporter tried to interrupt now, to disengage the engagement, to flee, but nothing doing.

Nobody Knew Joe

'I was down in southern Illinois,' the soldier went on like an Ancient Mariner, 'hunting for some relics or trace of Joseph Smith the Mormon leader. Would you believe it,' he shouted in an angry voice, 'nobody in the section ever heard of Joseph Smith, they didn't give a hoot what he did in Illinois. All they knew was that Don Ameche didn't play in that picture. But out in Utah they know all about Brigham Young. And you know what they know?'

This reporter shook his head vaguely.

'They know a trumped-up, prettified story that Hollywood put on the screen a few years ago.' His indignation swelled. 'They get their history from the New York smart alecks who are imported into California to rewrite

the country's folklore. I tell you it's criminal!'

There was a moment's silence, and this reporter began making definite plans to escape.

'And what's more,' the soldier raged, 'they catch 'em young as well as old. They stuff the oldsters' ears with the blah on the radio from New York and fill him up with animated flickers made in Hollywood by unnaturalized New Yorkers, and what'd they do with the young ones?' he stormed. Before this reporter could answer, the soldier was off again. 'They catch them young by editing their school books. All the book publishers are in New York, too,' he added with a grim smile, 'and what they say goes, even down in Louisiana. Why, I was there two years ago, and had a date with a teacher. It was out in the bayou part of the state and she was some sort of French gal, and at her house I saw the books her kids use. Do you know what was in them?'

This reporter was too bewildered to reply.

Blasts School Texts

'I opened up this here reader,' the soldier said as he turned the imaginary pages with his hand, 'and there was a sentence like this—Food is delivered by freight cars to the city's doors, and then through the wholesalers and retailers to the people who consume it. Think of it—Food is delivered by freight cars to the city's doors—telling that to Louisiana bayou children just because New York publishers publish textbooks for New York kids. Why, those Louisiana kids never see a freight car from one year to the next, and just about all their food is home grown. Except coffee,' he added.

He paused for breath and then roared again. 'Another thing'—he was red-hot by this time, 'look at your novels. When I was in New York,

if a new book got a kiss of death from a New York reviewer, it was a dead duck. If it got a good notice, the publishers turned handsprings. They don't give a hoot what kind of a notice it gets anywhere else, good, bad or anything else. They publish their novels with an eye to the New York trade, and the rest of the country can just as well lump it.'

This reporter was now calculating the distance to the front door.

Chicago On The Pan

'And what about music?' the soldier roared anew. 'I've been in Chicago about eight months now, and every concert here is booked into Chicago by New York booking agents whose first cousins work the Hollywood end of the racket, and to get a play a Chicago manager has to go on his knees to the New York producers. As for opera, the blue-bloods here won't support anything unless it's got the blessings of the Metropolitan Opera Company moguls, while Mrs. Van Astor or what-the-ever her name is, works the yokels over the radio for the cold cash to keep the joint operating.'

This reporter was definitely making plans to run for it, when the soldier leaned over and grabbed his coat lapel. 'And finally,' he practically shouted, 'what about the newspapers all over the country filled with gush

about what Mrs. Renssalaer said to Mr. Goldblitz at the Stork Club and who bashed who at the El Morocco? What is that nonsense doing in local newspapers? Isn't it the same stuff that's peddled through every other channel of communication?'

This reporter wiped his forehead, anxiously awaiting the next outburst, but apparently the soldier had shot his bolt. He sat there breathing heavily, staring ahead, daring anyone within earshot to object to a single word. Finally, to close the interview, the soldier was asked his name and address.

'James Peary,' he said, 'from New York City.'

'New York City!'

'Yes,' replied the soldier. 'I never lived away from home before I joined the Army and got to traveling with the quartermaster corps, but by golly, I sure learned to hate New York once I found what it did to the rest of the country.'

'Want to say anything about Roosevelt vs. Wilkie or Dewey?' asked this reporter, rising.

'They're all New Yorkers, aren't they?' the soldier roared in reply, his face reddening again. 'And what's more. . . .'

By that time this newspaperman was hotfooting it down the street, headed for a drugstore and a seltzer to relax the taut nerves.

Way Behind Schedule

A 'very large XB-35 "flying wing" now under construction at the company's plant at Hawthorne, California, can be adapted as a transport plane.' (La Motte T. Cohn, Chairman, Northrup Aircraft Inc. in *Wall Street Journal*, September 12, 1945).

'At the present time our technology has outgrown our social system; the great forces of the Power Age are straining within the confines of institutions that were fashioned in stage coach days.'—Leslie A. White, Professor of Anthropology at the University of Michigan.

I Am Futility

By Roger Elgood

I AM the manifold results of frustrated attempts to accomplish the physically impossible, in spite of the aid of ignorance, faith, hope, crass stupidity and the supernatural.

I am the end product of APPLIED ignorance.

I am all and every attempt to distribute abundance with a Price.

I am indispensable to the act of attempting to defy a physical law.

I am all decisions arrived at as a matter of opinion, which could be determined as a matter of fact. I am political promises. I am the resultant arrived at by suppressing the facts and lauding the false.

I am organized labor pursuing jobs that do not exist. I am a war hero remaining a hero when he demands a decent living and there is no job available. It is difficult to be a bum and a hero at one and the same time. I am the probability of Charity alleviating the need for charity in the slightest degree. The tendency is always toward perpetuating the need. I am individual independence, which died when the Power Age was born.

I am the hope of eliminating the neurotic tendencies of society in a neurotic social system (by leaving the mosquitoes their breeding ground, we do not stamp out yellow fever).

I am physical and mental wellbeing by denying the means to both, in spite of the availability of these means. In other words, I am the arrival of a physically and mentally superior man by dysgenic methods.

I am business, big or little, producing anything which cannot be sold at a profit. I am the small farmer and the man who is going into business for himself after the war. I am export

trade and foreign markets after the war.

I am a high standard of living on this Continent by the Price System method of exchanging the goods and services which actually constitute the standard of living. In the face of less and less man-hours, I am a higher standard of living, now hostile destruction has ceased.

I am modern business discarding the process of 'a conscientious withdrawal effort' when markets become flooded. I am the sale of any specific abundance to a consumer population with the capacity to use, but without the price. I am a 'price' on the air we breath.

I am our 'immutable rules of conduct, enforced under progressively changing conditions, logically resulting in anything but a muddle.' (Thorstein Veblen)

I am the physical and mental impossibility of ever stamping out or changing in any Price System those behaviour patterns known as the 'main chance' or 'looking out for number one.' Veblen's terse explanation of these traits is unique. He states: 'By steady habituation, cupidity and sharp practice have been embedded in the common sense of the people as *civic virtues* of the first order, under the decent camouflage of thrift and self-help.'

Yes, I am self-help, by chicanery and subterfuge, resulting in the four freedoms and business as usual at one and the same time. I am the approach to approximate truth (scientific fact) in the business of life from any point of view but the scientific; also I am any compromise with 'the determination of the next most probable result' in that vast field of research which is

today THE most important factor of the means whereby modern man lives.

I am the application of the Golden Rule and business 'ethics' simultaneously.

I am the solution of America's problem of abundance, by Russia's method of solving a problem of scarcity. I am Europe solving American economic problems, or vice versa. I am that corny solution to America's problem of abundance, 'Buckle up your belt and go back to 1880.'

I am peace, by violence.

I am a cargo of gold on an unprovisioned ship a thousand miles from land; no sails, food or fresh water, only a full crew of men. There, I am puerile as well as futile.

I am the end of the tether of opinionated wishful thinking.

I am sly. I keep man in misery; he woos me, loves me and wins me; then pities and excuses himself and hates me because I give him what he asked for. This goes on perpetually; poor me, I am so misunderstood.

I retard all progress, as my social status is equal to that of complete stagnation. Oh, yes, I have even been on sprees with 'retrogression' IN AN EMERGENCY.

I slyly entice both the informed and uninformed with countless opinions by

my seeming obscurity, and I howl with delight when I perceive clarity so often deliberately made opaque by an ulterior implication. This, of course, serves both the ignorant and the stupid, and still I gull them all.

The fact is, gullibility is my meat, I thrive on it. I devour it and belch back the masticated and now putrid mess of opinions in the faces of my prey; the embodiment of nothingness, futility.

(Sotto voce): I don't like these engineers and scientists. They high-hat me, every time I make advances toward them, and sabotage all my efforts to slow them down. They lack entirely that serene and cocksure mien so admirable in politicians. I always loved that masterly attitude of Government executives, as though they were chanting: 'I don't know what I'm doing, but I do it anyway.' Yes, I'll stick by those boys; I don't approve of the silly engineering viewpoint of never trying to do what you know can't be done. 'Obvious' is just an excuse for laziness. Everything should be tried once, even suicide. The unerring righteousness of being entitled to your own opinion, or that of one you have adopted is the Mandate of . . .

Yours truly,

FUTILITY.

Birds of a Feather

'The cultural retrogression of the Middle Ages in Europe, which made the situation prevailing in many medieval communities approximate in some respects that of primitive societies, was not conducive to innovation, least of all in the field of Technology. The hierarchic social stratification that was sanctioned as divinely ordained by the Church, which spiritualized poverty and denounced materialism and experimentation, created an economic setting and authoritarian attitudes fatal to scientific progress and technological

change.'—*Technological Trends and National Policy*, page 62, a report of the National Resources Committee, 1937.

'Bankers regard research as most dangerous and a thing that makes banking hazardous, due to the rapid changes it brings about in industry.—Charles F. Kettering, vice president and director of research of General Motors Corporation in an address before the Association of National Advertisers in Detroit, May 9, 1927.

When You Come Back

G.I. Joe, The Business Man

By Pvt. Clyde Wilson

(Reprinted from *Technocratic America*, November 1945)

A Peanut Stand And A Whistle

G. I. JOE is going into business. Why not? Success is his for the asking. All he has to do is get a government loan, work hard, and the rest will take care of itself. At least the line is something like this: 'Yes, Joe, you are to be your own boss. What more could you ask for?'

Of course, it will take some time before Joe will build his pencil or apple business into, say, Fords, General Motors, or General Electric. Maybe Joe is not shooting for the stars. A spot on the corner of Main Street would do. 'Joe, you are just the new blood needed to build the up-and-coming town into a metropolis.' Success is Joe's just for filling out the papers for a loan provided to him under the G.I. Bill of Rights.

But just a minute, Joe, don't you smell a rat somewhere? Yes, you fought and gave your all while pressure groups at home fought for a p-i-e-c-e of the profits, with services from none. Sure, you are entitled to the best. These same pressure groups are willing to give you something (for nothing?) after your discharge, while before and during the war they couldn't give their all for the war effort, as you did. These pressure groups have always put vested interest first; they care not for you nor a positive transition into peace. Now, these interests make claims on you. You are their friend in need. 'What a load you have been carrying, Joe.'

Maybe we got off the subject, Joe, and maybe not. Let's get back to this loan, if you are still interested. In brief, the government will allow you

\$2,000, or fifty percent of the total amount. This debt must be used to purchase a home, business property, a farm or farm equipment. You must show that you have the ability and experience, in an endeavor which promises (can you see it?) success. The debt creators can't lose, or can they? They even have a word for you, Joe. It goes like this: 'We greet you—you have been a success over there—in this time you have lost your value—to show you our hearts are in the right place, we are going to watch over you, to see that you get off on the right track—we are your friends.' It's three cheers for them, Joe, not for you; if cheers mean anything.

Before you make the high dive, Joe, let us consider a few facts. It takes about ten to twelve thousand dollars to get started in a modern up-to-date, small business. This investment in no way assures you of a profitable business. You must create debt faster than the next fellow or you will soon go out of business. And going out of business is just what is happening.

There's Always Room at the Top

The facts regarding business trends are:

1. Business was in either have a war or die situation before the war. With its lend-lease, the war gave business enterprise artificial respiration. Business has no way to go, now that the war is over and 'conversion' is on the way. An epidemic has started, Joe, and it isn't a good omen for any G.I. going into business.

2. Places of business are becoming fewer, and smaller in space; while pro-

duction increases, then levels off, and then dips.

3. New frontiers are few and far between. Monopolies, cartels and capital markets are ready to squeeze you into oblivion even before you get started. Little business shrinks relatively as big business grows.

What about the farm? According to the farm census of 1940, more than half of all farmers in the United States had a gross income under \$1,000. In the period of 1930-37, there were about 3,500,000 transfers of title to farms, about 1,500,000 of which were due to foreclosures, forced sale, bankruptcy, or tax sale. As a result of new machinery and better methods, the average production per farm worker in 1930 was 150 percent higher than in 1870. It is estimated that the normal requirements in farm production can now be met with 1,600,000 fewer workers on farms than in 1929. In the five Corn Belt States there were an estimated 25,000 tenant farm families, unable to find farms to operate during the 1940 crop year because of expansion of farm operations and increase in the size of farms due to improved equipment and mechanization.

Technology is the reason business enterprise is becoming obsolete. Busi-

ness is forced to use new machinery to decrease the energy cost and to increase productivity. This in turn decreases the man-hours, thus purchasing power becomes less and less. As purchasing power decreases, it is obvious what happens to business enterprise.

There are other trends to take into consideration, but they all add up to the same thing, the impact of technology upon the Price System.

You can do something about this, Joe. Not by being a sucker to the debt creators, but by being a part of the organization which will promote you into a chiseler through the easiest and surest way, i.e., science applied to the social order. The only way to be in accord with the technological trends is through technological methods. We on this North American Continent have the resources, the minerals, the equipment, and the skill to unite and operate a society of abundance for *all*. Why allow some chiseler to disillusion you into hitting your head against a brick wall? Why not go for the whole loaf, instead of the crumbs? Why not recognize the inevitable, the scientific approach to our problem?

Don't take our word for it—investigate Technocracy, and do it now. Time is Short.

We Have the Men

'It is the theory of capitalist enterprise that the use of private initiative and the assumption of risks, is the justification for private ownership and private property. But construction of government plants involved no elements of private capitalist enterprise; no private initiative, investment and risks, no production and competition for markets, sales and profit, since government provided the initiative and investment and an unlimited market, sales and profit. War plants are the creation

of public initiative and enterprise, the investment of public money. They are now leased to private corporations; but they are operated neither by owner-managers (in the overwhelming majority of cases) nor by the absentee stockholders, they are operated by technical-managerial personnel on a salary basis, and this personnel can do the same job in public enterprises.'—Lewis Cory of Antioch College in a talk at a conference of People's Lobby, Inc., Washington, D. C., Jan. 27, 1945.

Free Enterprise? Don't Make Me Laugh!

Three Examples and a Conclusion

By Chas. Hockenbrouch and Harley Merrick

'Them Was the Good Old days' by Charles Hockenbrouch

IN this land, our particular Price System is referred to as the system of 'free enterprise.' These days we hear that phrase quoted from all directions. What makes this system so desirable? Let us look it over. We are told that America has become great because of free enterprise. We lead the world in various forms of wealth, such as automobiles, telephones, railroads and numerous other things. We lead the world in production and technology. We also had 12 years of hard times, which is passed off lightly as a mere 'depression' on the road to prosperity. What is meant by 'free enterprise'?

Let me give you an example from the City of Cleveland, Ohio. Some years ago, around the time of the gay 90's, a man named Humphrey made candied popcorn balls and taffy. He would pack them in a big basket, suspend it from his shoulder and sell it on the streets around our 'public square.' The cost was small and the profit large, so later he was able to open a store on the corner of the 'square' and thus do a bigger business, the energy of peddling goods going into making and selling more from his stand. Soon he was hiring people to do the work, and his income increased to the point where he opened the world-renowned 'Euclid Beach' Park. From these profits an ice rink known as the 'Elysium' was built. Here is a real example of what was known as 'free enterprise,' starting from a popcorn ball and finishing as a millionaire.

Born 50 Years Too Late!

Are things done this way now? Some people would be interested in having you think so. Let me give you an example of modern, up-to-date 'free enterprise.' During our 'depression' we had relief and WPA. Bakery wagons came to the WPA projects and sold small pies for 5 cents each. To one of these projects came a man, about 60 to 70 years of age. His wife made small pies which the man sold for 10 cents each. Being highly superior pies, this man began to squeeze out the baker. The baker reported this to the authorities, and there were no more good pies. To go into the bakery business, you must, first of all, rent a storeroom. You are not permitted to make food products in the home and sell them. You must get electricity, gas, water, a stove, and after you've gotten all of those things, then you must have the permission of an inspector before you can start. If the inspector for any reason refuses an O.K., your investment is shot. If he O.K.'s it, you'll have to pick up a lot of business in a hurry, or quit. Some expensive shoestring!

In Lakewood, a suburb of Cleveland, Ohio, there was an entirely different example of modern 'free enterprise.' A grocery company instituted a home service, with trucks stocked with groceries going from house to house. This was a convenience to the housewife, but at once a terrific howl was raised. What about the empty store rooms of the good taxpayers?

How would they run the city without taxes, etc.? The result was that the Council outlawed the trucks. This is probably what is meant by 'survival of the fittest.'

From these examples it would seem that 'free enterprise' means starting a business and then building a stone wall around it. The 'good old days' when every one could be a millionaire (but wasn't) are gone. Peace be to its ashes!

Conclusion by Harley Merrick

We hear a great deal about 'free enterprise' and I'm wondering why it is necessary to take so much trouble to advertise anything obviously as good as its proponents say. Are the American people so ignorant or blind to anything so sound as 'free enterprise,' or are they being sold on the idea because it is good for them or is it because some who do not wish to reveal their identity expect to profit by it?

When we consider who wants to maintain the status quo, we must remember a few things relating to their case. Why did they not say something about 'free enterprise' back in the 'good old days' of installment buying, and the 'buy, buy campaign' and in the 'Stock Market Crash' with the depression that followed and continued so long? Why didn't they use the 'free enterprise' system to bring an end to the depression instead of leaving it up to the Government? Why don't they tell us all the facts about the 'prosperity' 40 percent of us enjoyed during the war at the expense of the majority 60 percent? This is bound to act like a boomerang and come right back to us in a more vicious depression than we have ever known, but we are not told that. When we hear a lot of bellowing, it is a good time to 'Stop, Look and Listen' and

see if we can tell whose ox is being gored.

Why is it that the 'Free Enterprise' boys would not turn a tap in production for defense until the Government stepped in and guaranteed a 12 percent profit on all war production? Eight percent was not enough. Why didn't 'free enterprise' exercise its freedom to raise the \$25 billion for plant and other expansion needed as war facilities? Now that the war is over, to whom will these plants belong, our Government or the profit boys who asked the rest of us to put the 'pay' in patriotism with blood, money and sacrifice, while they risked comparatively nothing?

Just consider who had an army of dollar-a-year men in various departments of our government and for whose benefit they were working. Also consider the number of otherwise capable business men who could not make a success of their jobs for the Government at salaries six to ten thousand dollars, and yet have gone into private business at many times that salary.

As a nation we could not exist half slave and half free. Neither can we continue to progress partly Government-operated and the balance by private 'free enterprise' only when it is guaranteed a profit without taking too much risk.

True to His Flag

'A man loves his country. He makes laws for the glory of his flag. He traces the outline of a national ideal he would like to live up to, but his stomach, his needs for trade, are essentially international. He is a patriot, and a sincere one, but when his money is concerned, he blissfully commits treason.' The late Charles E. Bedaux, industrial-efficiency expert and collaborationist, quoted by Janet Flanner in the New Yorker. (P.M. October 21, 1945.)

From Here On Out

Keep Your Eye On The Trends

By R. F. Novalis

Politicians may promise—
Philosophers may wish—
Liberals may believe—
Dictators may rave—
Economists may guess—
BUT
TECHNOCRACY has to know!

Sources of Data:

THE story is told of a statistician who used to open his lectures with the startling statistic that 50 percent of the teetotalers in a regiment in India the year before had died; then he would nonchalantly explain to his horrified audience that there were only two teetotalers anyway, and one was eaten by a tiger!

Most Price System so-called 'statistics' are similarly scattered and 'selected' for the sole purpose of confusing any one who wants to get at the facts of life on this Continent.

The so-called 'indicators' of business trends prepared by and relied upon by Price System economists are either:

- (a) Irrelevant and obsolete;
- (b) incomplete, by leaving out necessary data (example quoted above), or
- (c) loaded, by 'weighting' and 'adjusting' to cover up actual trends.

For example, one of the main 'barometers' of industrial trends, according to the economists, is railroad carloadings. The figures are printed in your paper every week. But they lose their significance when it is realized that one carload may contain 10 tons of freight and the next one 25 tons. Monthly

ton-miles of freight carried are more accurate.

Starting with this issue, the *Great Lakes Technocrat* will keep track of the blows technology gives the Price System in the United States, with a running survey. We will use as source-material the mass of detailed and individually reliable statistics published in the *Monthly Survey of Current Business* of the Department of Commerce, the *Monthly Labor Review* of the Bureau of Labor Statistics, and the *Monthly Bulletin* of the Federal Reserve Board. The necessary correlation into significant trends will be done by the Research Committee of Section 1, R. D. 8741.

None of this data (except unemployment) is printed in any Price System publication as it is here, because when you combine certain statistics which separately appear 'favorable,' they frequently provide good evidence of Price System disintegration. All the basic data, of course, is derived from Price System sources, which makes the evidence self-incriminating.

This dynamic (i.e., cause-and-effect) interpretation of data in such terms as 'man-hours per unit,' introduced by *Technocracy* originally back in 1932 and 1933, provides the most accurate method of determining what is happening and going to happen on this Continent.

Increasing Trends

Debt. Total Federal debt is given in terms of per capita dollars you owe, so that it can be compared to what your great-great grandfather owed, say. Owed to whom, is the question. Contrary to what some economists and politicians claim, we do not owe it to 'each other.' For example, approximately 11 percent of the U. S. Treasury's outstanding debt is held by just 13 private corporations, comprising 4 insurance companies and 9 banks. This amounts to \$25,716,000,000, which is greater than the total Federal debt in *any* year prior to 1934. As long as you're so curious, here they are, starting with the largest debt-holder:

Prudential Insurance Company
Chase National Bank
Metropolitan Life Insurance
Bank of America
City National Bank
Guaranty Trust Company
New York Life Insurance Co.
Continental Illinois Bank
Equitable Insurance Company
First National Bank of Chicago
Manufacturers Trust Company
Central Hanover Bank
Bankers Trust Co.

Note: Grand total U. S. debt, both public and private, is not kept up-to-date monthly, so we use only the Federal government's debt. Anyway, as Howard Scott, Director-in-Chief of *Technocracy Inc.*, predicted as far back as July, 1935:

The liquidity of all financial institutions will tend to increase toward 100 percent, while inversely the rate of interest will tend to decline simultaneously toward zero. These trends . . . result in *compelling the government to take over the prerogative of debt creation from private*

corporate enterprise, in order to create sufficient debt to save the existing debt structure . . . Technocracy, Magazine, A-2.

Since then, public debt has yearly become a greater proportion of the total debt, and by 1943 was greater than private debt, for the first time. Last official estimate of the grand total debt was \$338 billions, as quoted in the *Great Lakes Technocrat*, No. 71.

Enforced Leisure: The all time low in unemployment since the turn of the century has already been reached, 630,000 in October 1944. Two months later it was up only 50,000. Four months later it was up over 200,000. The all-time high was reported by the Russell Sage Foundation in November, 1933 — 21,000,000 persons unemployed. Current data is by the U. S. Bureau of Census.

It must be emphasized that there need be no relationship between a diminution in the total amount of necessary human labor, and of unemployment. The former is a direct consequence of technological advance; the latter results solely from human stupidity.—M. King Hubbert, in an editorial, *Technocracy Magazine* A-5, December 1935.

Machine Tools: Earliest accurate estimate of the number of machine tools in use in American industry was made in 1925 by the *American Machinist* magazine. Current production is added to the 1,711,100 total reported to be in use in January 1945 by the latest survey of the same publication.

Government Bonds: The ratio of government to total bond investments by our banks* and insurance companies** is a gauge of the confidence of private enterprise in itself; the less

*Source: Federal Reserve Board.

**Source: Life Insurance Association of America.

secure they feel, the more Treasury bonds they buy. Unfortunately for their financial standing, however, the interest rate on these bonds is less than that of corporate investments. Thus the crutch of Federal Government bond investments lengthens as the Price System's overall stability weakens.

Declining Trends

Production: The Federal Reserve Board's monthly estimates of industrial production, the only such indexes available, are a measure of *physical* factory output only to the extent of 42 percent (see Federal Reserve Bulletin, October 1943), while man-hours are used for 58 percent of the index! Inasmuch as *total man-hours* have been on the decline since their all-time peak around November 1943, and *man-hours per unit* have been going steadily downward since James Watt came out of his shop with a condenser for the steam engine (before 1800), the Board's economists are Dr. Jekyll and Mr. Hyding it by attempting to tie America's industrial progress to a factor which is now permanently heading *down*, regardless of whether production might increase for a short time. Perhaps you recall the late Stephen Leacock's character who 'jumped on a horse and rode off in all directions. . . .'

Incidentally, don't let the name 'Federal Reserve Board' lead you to the conclusion that it is a branch of the U. S. Government. It is actually a private bankers' organization. However, until we can work out a more accurate index, we shall be forced to make use of the FRB index of factory and mine production, in connection with the man-hours per unit estimate. Only 'unadjusted' index figures will be used.

Man-Hours Worked: The 1919-1920 monthly average total of factory, railroad and mining industry

man-hours was 2,540,000,000. We are now back down from the all-time peak (reached two years ago) toward that level of a quarter-century ago, and we will work even fewer man-hours as time goes on. This curve approximates the trend of net purchasing power the main support of Price System operating stability.

Man-Hours Per Unit: The number of man-hours required to produce one pair of shoes, or other commodity, a ton of coal or other mineral, a bushel of wheat or other crop, is now less than 16 percent of the average of what it was at the time the steam engine was introduced (before 1800), and under 40 percent of the 1919-1920 level.

Enforced Scarcity, i.e., Low Load Factors: Capacity estimates for a dozen important industries are used for this figure, but not the estimates of 'rated' capacity given by trade associations which are based merely on maximum profitable Price System operations. For the technological definition of balanced-load capacity operation, see pages 16 and 17 in the article 'America Prepares for a Turn in the Road,' by Howard Scott in *Technocracy Magazine* A-1. The most reliable method of determining what would be the 24-hour, 365-day maximum, theoretical 100 percent capacity of any industry, is by averaging the load factor on the electric motors used by that industry in the last Census year, 1939. This provides a close approximation of the load factor on the installed equipment, as electric motors are employed to drive practically all machines used in factories. If the flour mills of the nation produced 106,000,000 barrels of flour in 1939, but their motors were operated at a load factor of only .24 (as was actually the case), then the theoretical capacity was 440,000,000 barrels per year, or 36,600,000 per month. The mills

claimed their monthly capacity was 14,350,000 barrels.

Flour milling capacity having changed but little in the past five years, the average of 10,371,000 barrels milled in November-December 1944 thus amounted to but 36 percent of actual capacity. The same procedure was used in figuring the capacity of 11 other industries, plus mine smelter output, in some cases altering capacity estimates in accord with newly published changes since 1939. Railroad load factor is based on ton-miles carried in relation to the capacity of freight cars, and to the averaged speed freight trains actually moved in the months covered.

Of course, .95 is the practical (engineering) maximum load factor for any plant or industry, but that efficiency and correspondingly high living standard must await the arrival of Continental physical planning, which requires technological control exclusively, which means a *Technocracy*.

The Price System view of capacity was well summed up in October 1944 by Merryle Stanley Rukeyser in the

Chicago Herald-American:

As for 'capacity operation' of industry, it would be disastrous as a permanent policy. Industry needs some slack for maintenance and repairs, for fluctuation into temporary peaks, and for the rhythm of progress.

The word 'slack' used by this economist refers to the normal average of operations, which is near 5 percent of capacity. His 'rhythm of progress' would be Exhibit A for a student of semantics, for actually it signifies the Price System's 'prosperity and depression cycle.' It is during the depression period that business, helpless to control itself, is 'forced' to lower the ratio of production to capacity.

Interest Rates: Sources—Survey of

Current Business. Significance (see 'Debt').

Oscillation downward: As the peak of wartime production was reached in November, 1943, (and it will turn out to be the Price System's all-time industrial peak), the amount that factory output has fallen since that high point indicates the oscillation, perhaps the start of the last major one, into which the Price system is leading us.

History Never Repeats

The 'cycle' theory flew out the door when the steam engine, first large-scale practical converter of extraneous energy, was invented, but the economists still refer to current events in terms of cycles. See *This Week Magazine*, April 7, 1945. An examination of long-time trends in any basic American industry makes it obvious that this 'rhythm' is rapidly turning into the 'jitters.' Take pig iron, the basis for steel, which in turn is the basis of America's technological civilization and living standards.

The 1893-94 depression dropped pig iron output a mere 27 percent, although it was the worst the nation had ever experienced. In 1907-8 the next depression brought production down 38 percent, which in the 1920-21 postwar depression increased to a fall of 57 percent from peak to trough. In the last great depression, 1929-33, it fell 79 percent. In other words, each time production oscillates deeper, and toward a complete shutdown. We're on our way now toward the end of the Price System.

All 'latest' figures cover the latest two-month period for which data covering all series has been published. Some of the statistics are available only a week late, such as steel and electricity production, debt, etc. Although technological necessity has caused a slight speed-up in the collection of industry statistics, most are

still over a month late. An extreme example is the Bureau of Mines' annual report on total extraneous energy consumption in the United States, which is published nine months after the year is ended.

Averages for two-month periods are used, instead of single month figures, as this smooths out minor monthly ups and downs which would tend to distort the trend picture.

Furthermore, production and certain other indices here have been reduced to the monthly averages for the two years 1919-1920 as a 100 per cent basis, simply because those years happen to mark the turning point in America's social and technological history. Economists, historians and other Price System interpreters still describe our chronology in terms of the year of

'such and such a politician was elected president,' 'this battle or that,' 'depression and prosperity' years, etc. As a matter of fact, some time during 1919-1920, these three curves (see basic chart, copyrighted by Technocracy Inc. in the *Technocracy Study Course*, or on display at any Section headquarters) —

- (1) Man-hours per unit,
- (2) Total man-hours worked, and
- (3) Industrial production

crossed; for the first time in human history.

This page will measure, by close approximation, some indications of the trend toward the final collapse of the Price System on this Continent, from here on out.

Technology's Impact on the Price System in the United States

Increasing Trends		All-Time L O W	Latest H I G H Figures*
1. DEBT (U. S. Govt.) per person.....	January 1, 1840—21c		\$1,875.00
2. ENFORCED LEISURE (unemployment).....	October 1944—630,000		890,000
3. MACHINE TOOLS in use** (cumulative total).....	1925	700,000	1,776,500
4. BANK LIQUIDITY (percent deposits to reserves, Federal Reserve Banks).....	1921	60.0%	95.15%
5. GOVT. (U. S.) BONDS to total bank invest- ments (Federal Reserve Banks).....	1929	39.0%	93.30%
6. GOVT. (U. S.) BONDS to total life insurance investments	1915	.0005%	60.00%
Decreasing Trends		All-Time H I G H	Latest L O W Figures*
1. PRODUCTION (combined factory-mine-railroad freight) Index basis 1919-20 monthly aver- ages equal 100.....	Oct.-Nov. 1943—250		224
2. MAN-HOURS WORKED (total of man-hours in factory-mine-railroad) (Note: 1919-20 month- ly average was 2.54 billion) Actual number	Oct.-Nov. 1943 3.14 billion		2.53 billion
3. MAN-HOURS PER UNIT in above industries, combined average.....	1919-20 monthly averages equal 100		39%
4. ENFORCED SCARCITY (load factor on installed capacity of above industries).....			25%
5. INTEREST RATES (combined average yield on Govt.-municipal-corporate bonds).....	1919-20	6.12%	1.80%
6. OSCILLATION DOWNWARD of factory output since all-time peak (Oct.-Nov. 1943).....			40% drop

**No figures available on number of machine tools scrapped.

*July-August 1945; two-month averages for latest period, all data is available.

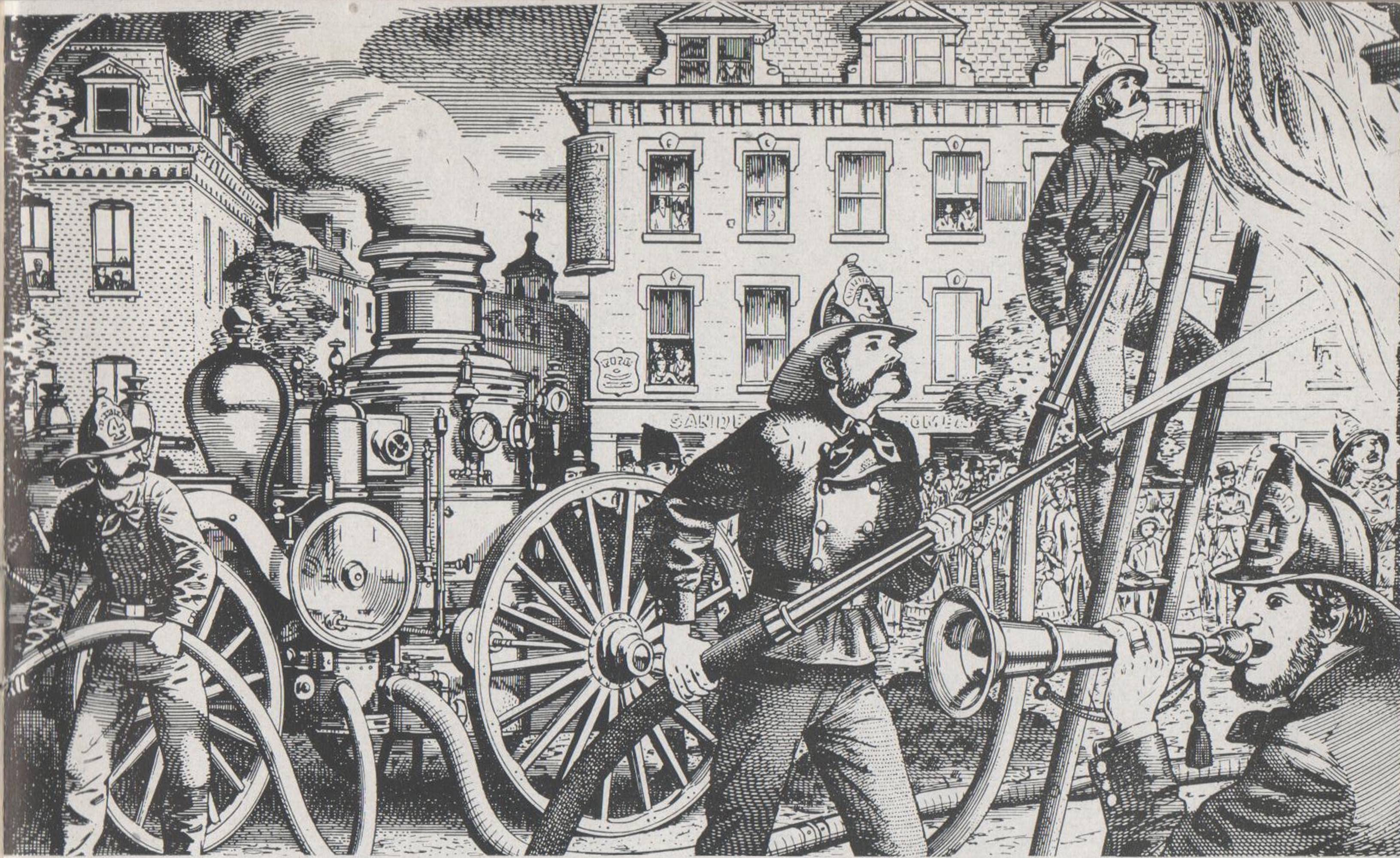


Photo: Courtesy Bristol Brass Corporation

Remember the old horse-drawn steam pumper with polished brass upright boiler, the hook and ladder truck and the Chief's trumpet? Those were the picturesque days of fire fighting. Efficiency was lower then, but the problem was simpler. Fire fighting techniques are much better today but the problem is tougher. Every minute in the U. S. about 500,000 matches are struck and \$800 worth of property goes up in smoke. Besides better technology more control is needed over factors causing fires.



Photo: Courtesy Clayton Manufacturing Company

Fire meets its master, Fire Fog. This is produced by dozens of needle fine streams under pressures up to 600 pounds. These are slanted to strike each other upon leaving the nozzle. Each gallon of water is broken up into millions of particles. Fire Fog cools off and smothers burning materiel with very little water damage. Besides Fire Fog we now have Mechanical Foam, Chemical Foam and Carbon Dioxide, or Snow. Fire hasn't got a chance if we apply control to all contributing factors.

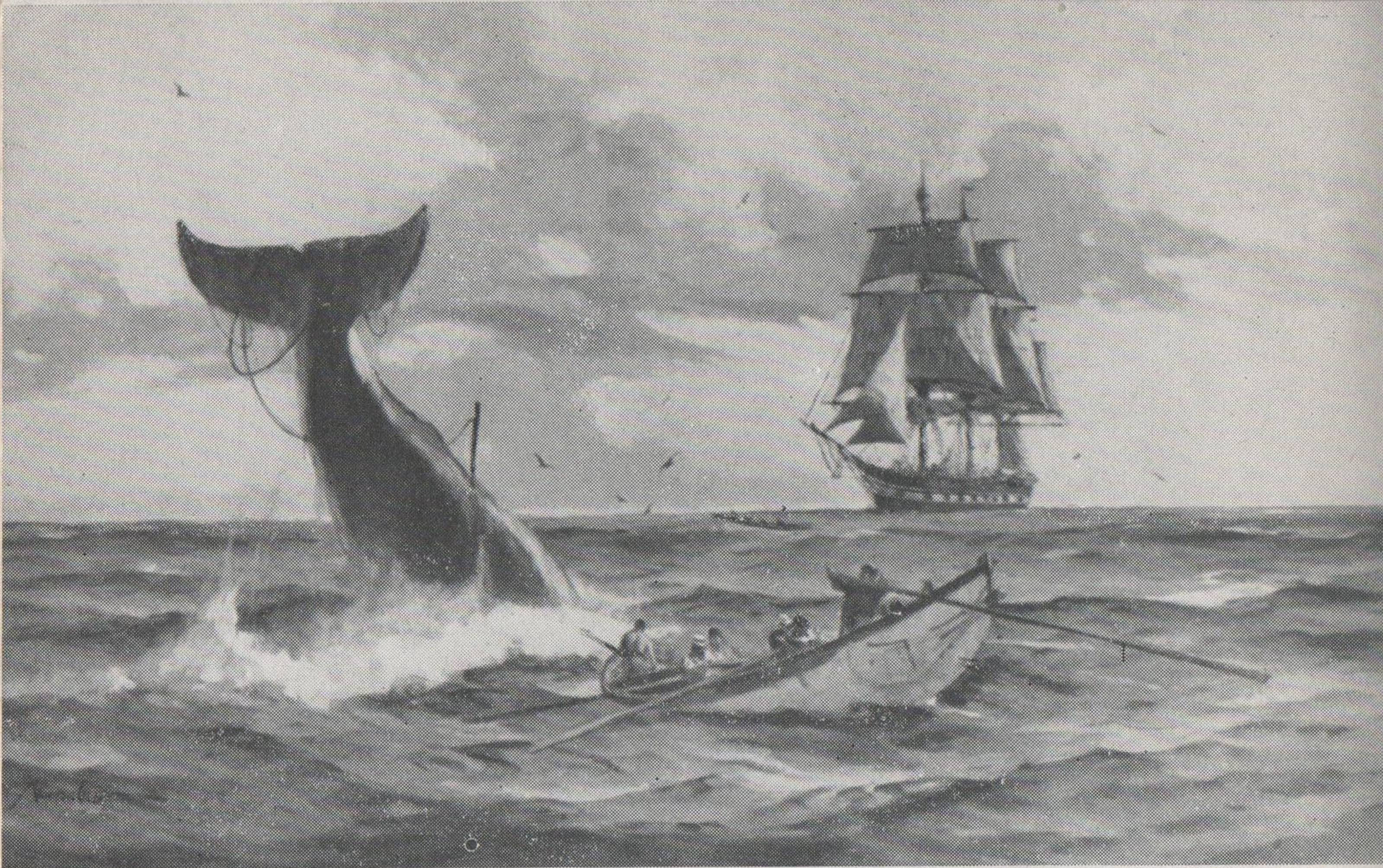


Photo: Courtesy The National City Bank

'Iron men and wooden ships.' Whaling was an adventure then. Often the whale won, because there was little control. Not so today. The iron men are now technicians and the ships are power-driven processing plants. When sighted the whale is shot with an explosive harpoon and injected with compressed air to keep him afloat. A radio emitting recurring signals is attached to the carcass so the ship can locate it later. Oil, spermacetti, vitamins, leather, ambergris are products of whaling.

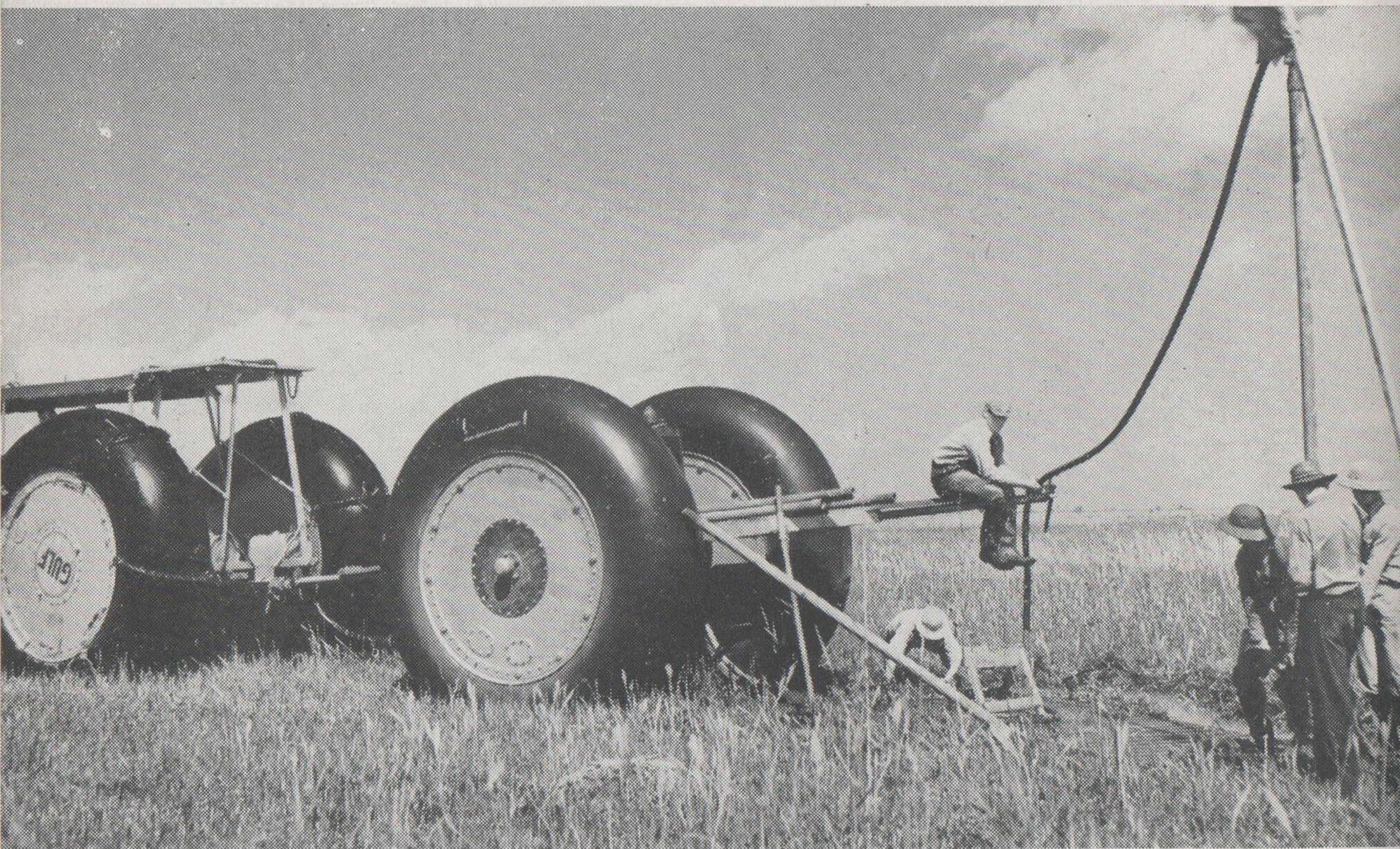


Photo: Courtesy Goodyear Rubber Company

Now comes the Marsh Buggy, the geophysicist's jeep. The wheels are air-tight aluminum drums. The tires are 10' high and 5½' in diameter. Marsh Buggies transport men and equipment over swampy terrain in search of oil. They travel 4 mph. in water and 20 mph. on land. They're used in tidal areas of the Gulf Coast and in Central America. Here is an excellent example of how Technology obtains control over a set of difficult physical factors. Keep the thought in mind. We'll get to it again.

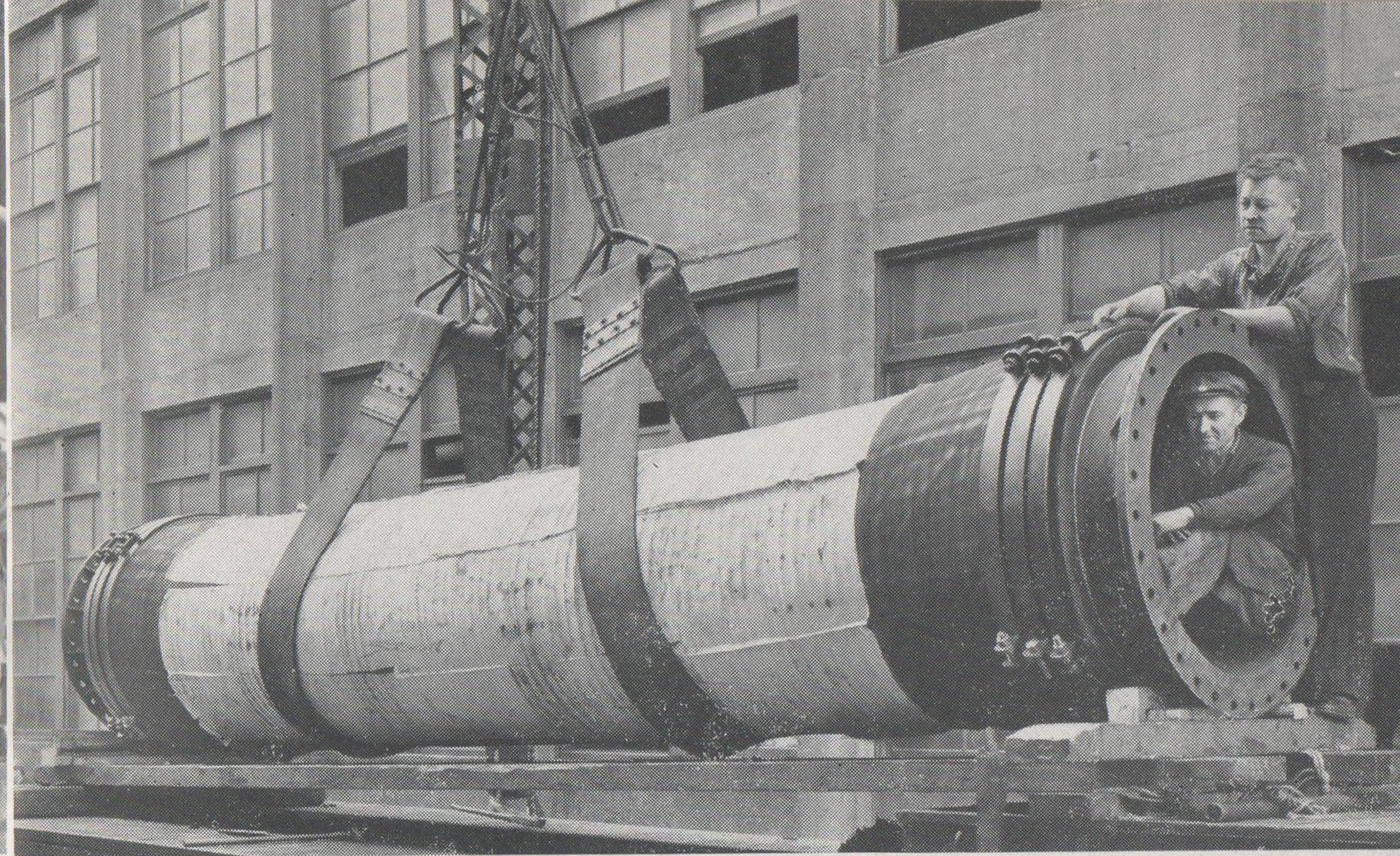


Photo: Courtesy Boston Woven Hose and Rubber Co.

World's largest piece of hose, 20' long and 3', 2" in diameter, weight 5 tons. It serves as a flexible joint on the suction end of a hydraulic dredge. In service 5 years, over 30,000,000 yards of Mississippi River mud has passed through it. This quantity of material equals the yardage in 10 Great Pyramids. The Men, Machines, Materiel and knowledge with which to deepen North America's rivers and build a Continental Hydrology System are already here. What is needed is control by Technology.

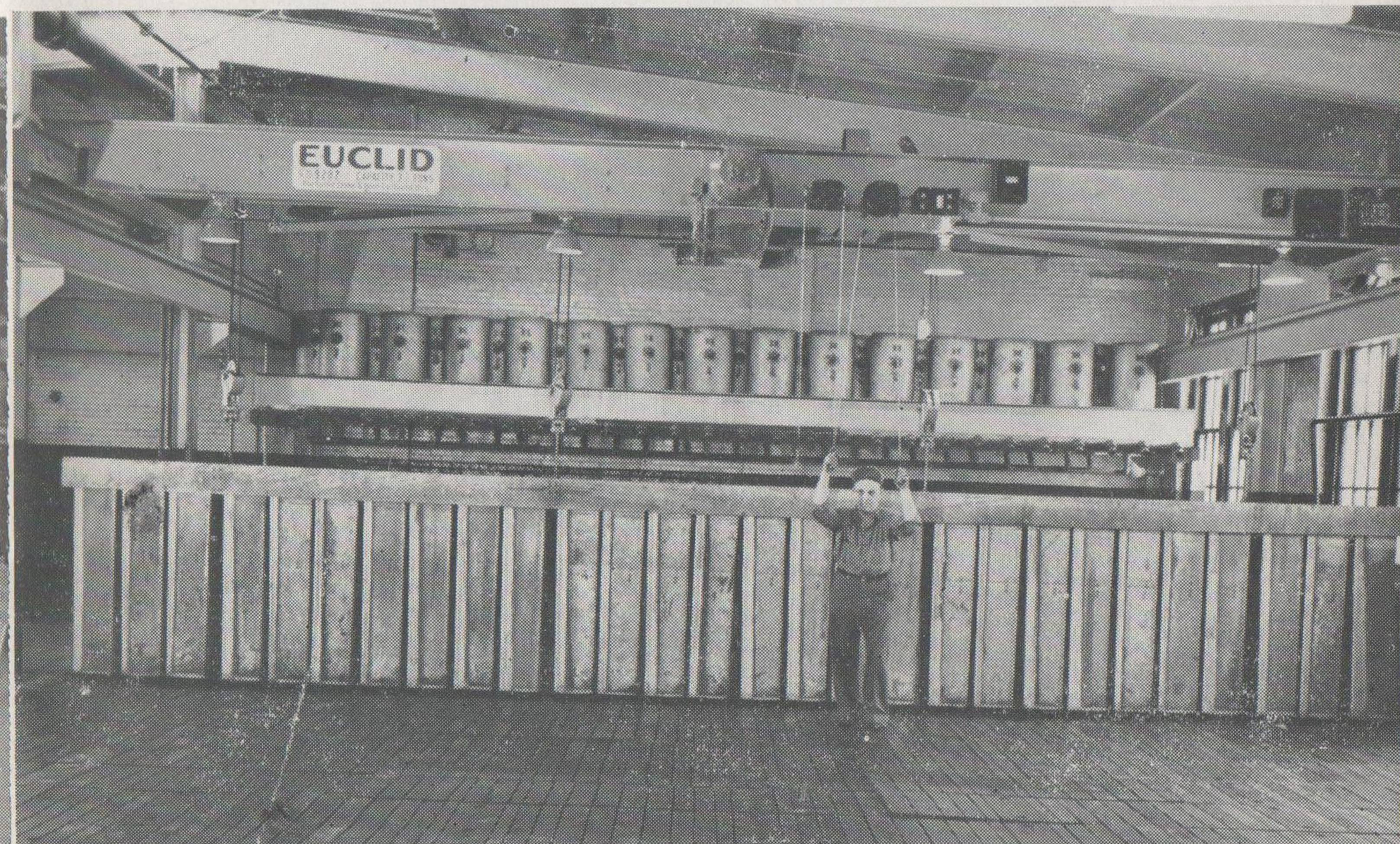


Photo: Courtesy Polar Ice and Fuel Co.

Here is control by Technology. It's a one-man ice plant producing 42 tons a day. Electric motors of 175 hp. capacity furnish power. The combination engineer-tank man keeps the machinery running, treats the water, freezes and harvests the ice. He lifts 28 cans of 300 lbs. each with a 2-motor crane. At night the plant operates unattended. No breakdowns have occurred in the first 6 months. The Company has 14 plants. By next Spring 3 will be semi-automatic. That's the real American Way.

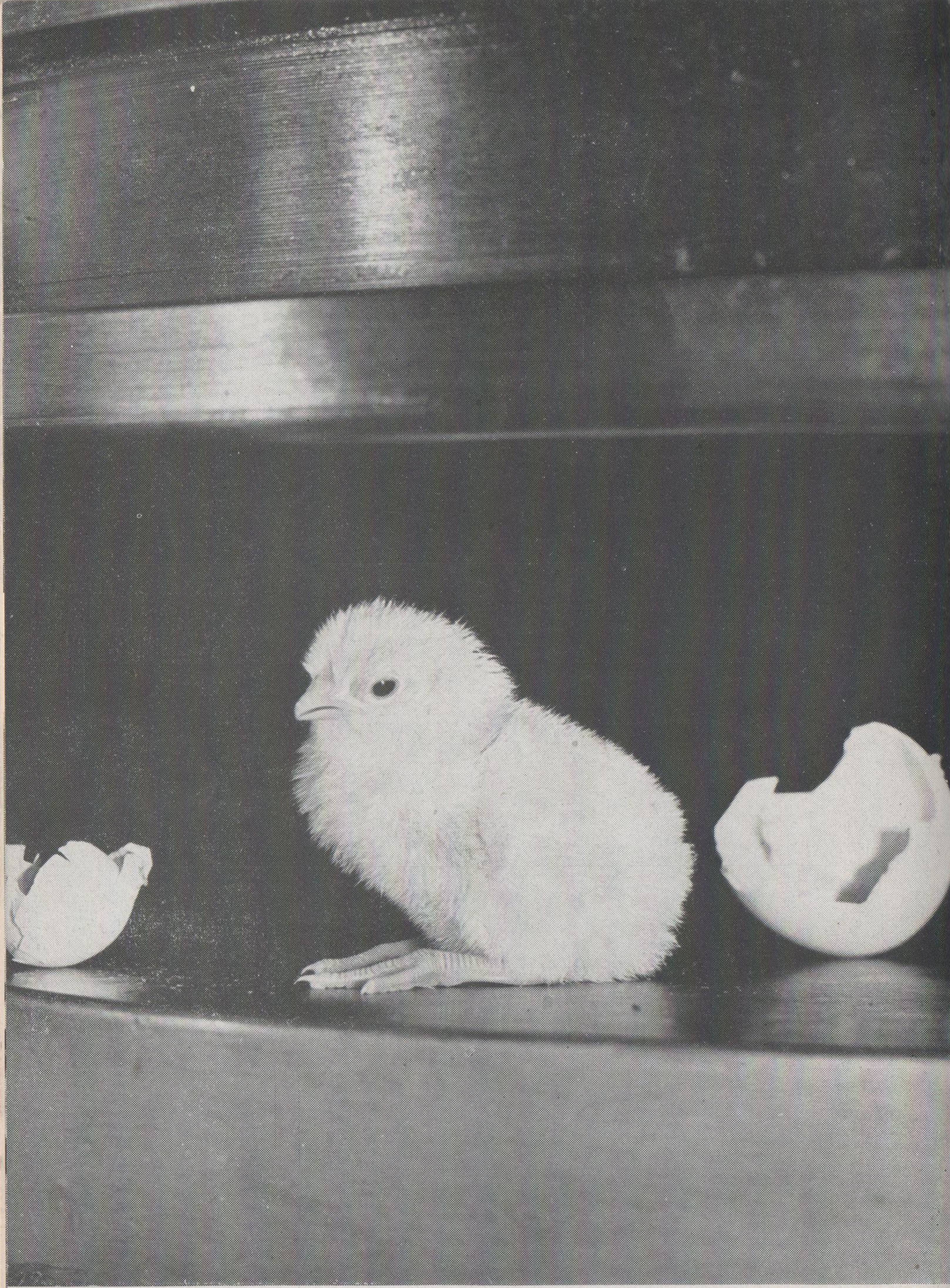
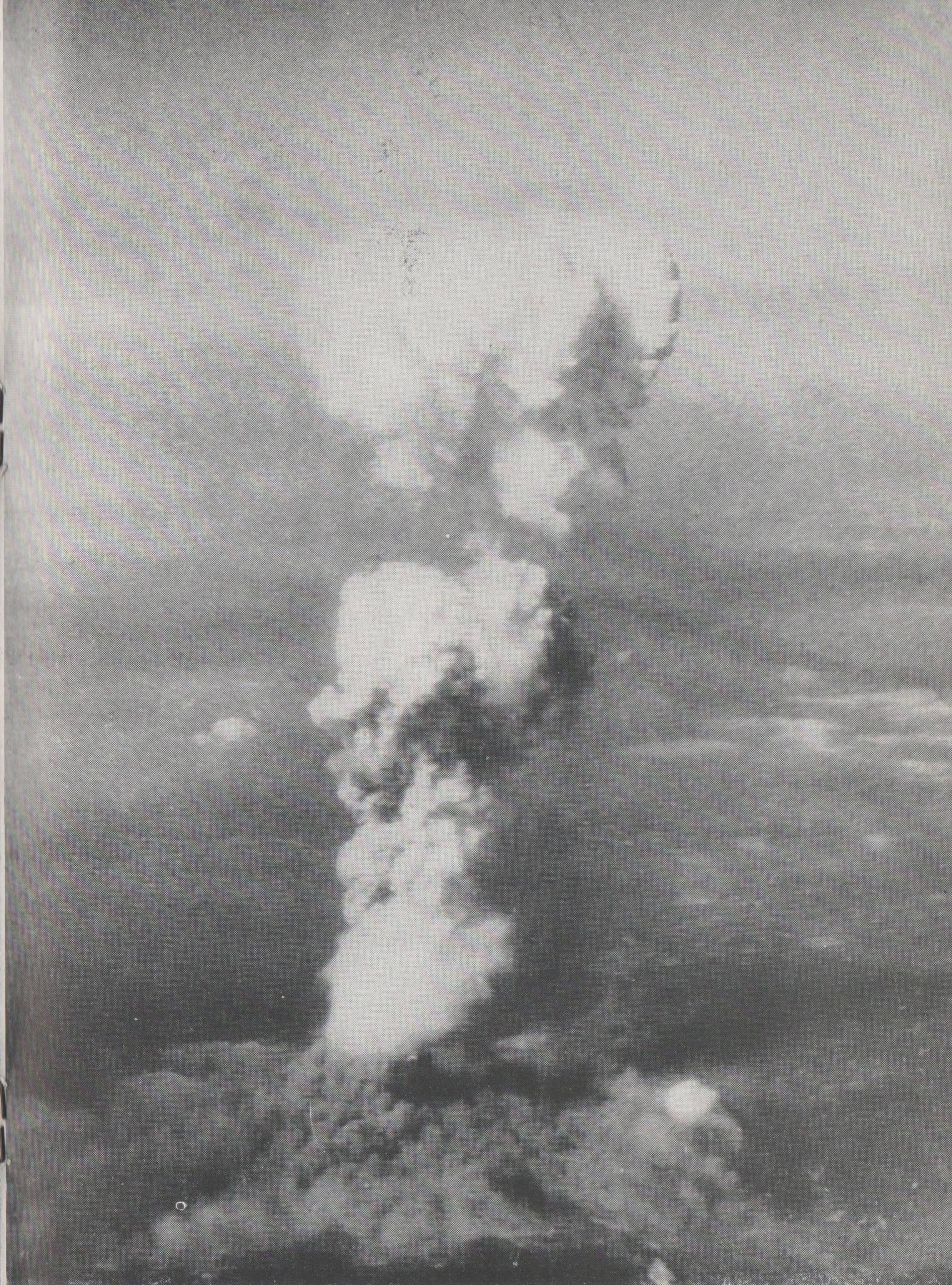


Photo: Courtesy The Baldwin Locomotive Works

Here is control to marvel at. This 3,000,000 lb. testing machine breaks the shell of a hatching egg and does not harm the chick. The same technological principles making this feat possible are capable of bringing our chaotic social system under precise control for the General Welfare. In view of the enormous forces released by modern Science and Technology we are all in the same helpless position as this baby chick, until we obtain control of those forces. It can be done. The design is ready.



Official Photo U. S. A. A. F.

Smoke rising from the atom bomb explosion at Hiroshima. The Price System is now playing around with the force that holds the earth together. If we don't get shut of this brainless system soon, the World may turn into a puff of smoke in the immensity of space. Philosophers, priests, politicians, warriors and business men are leading humanity straight into the hell of social fascism or total destruction, American Scientists and Engineers **AWAKE!** We, literally, have the world to lose now.

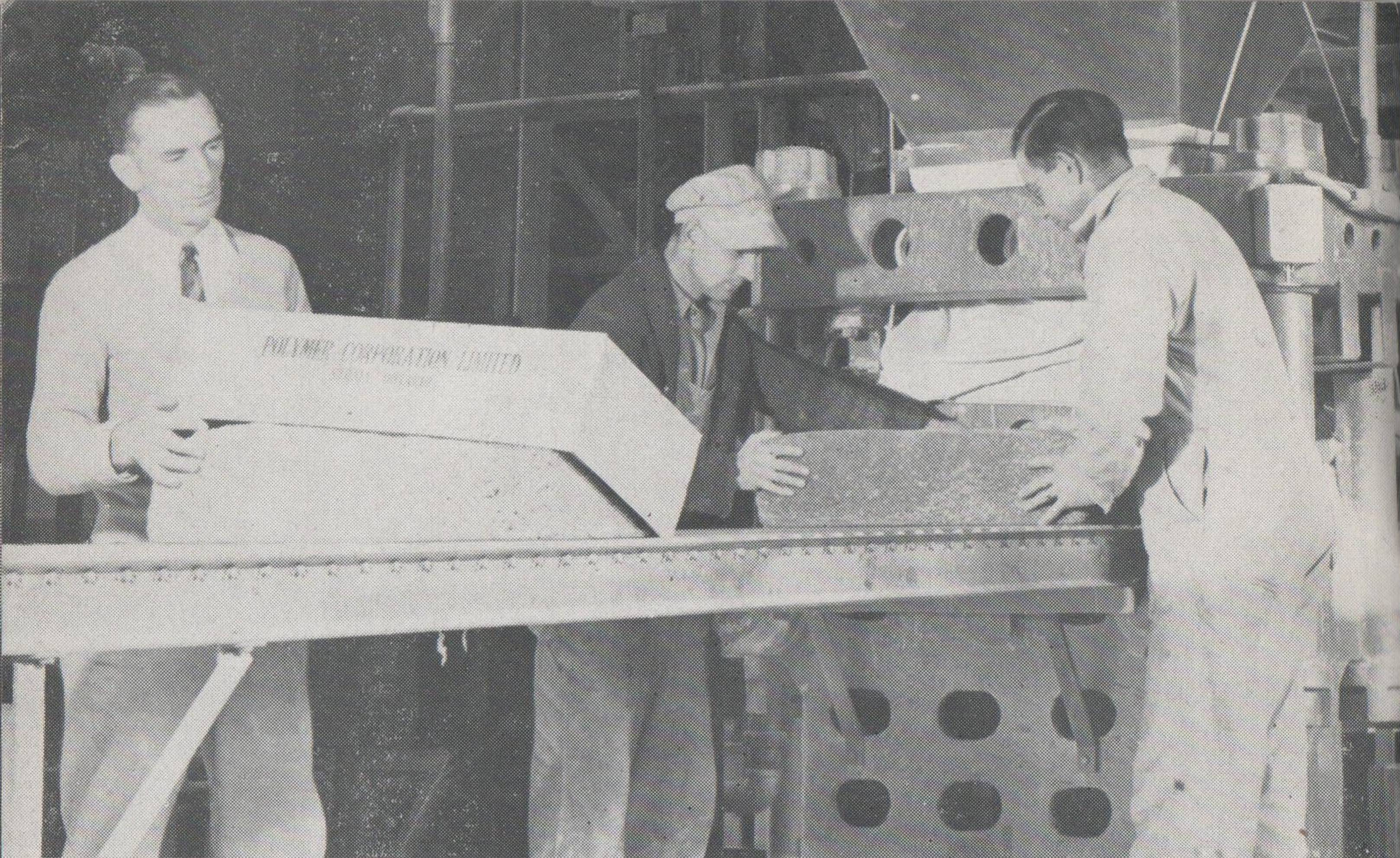


Photo: Courtesy Polymer Corporation Limited

North America does not need atomic energy to produce abundance for its citizens. We have enough energy now. All this jabber about the promised era of plenty from free energy is just Price System hogwash. We already have potential abundanc. This one synthetic plant at Sarnia, Ontario, can produce all the rubber Canada uses in a year, about 35,000 tons. A 75 lb. bale comes out every 87 seconds. The plant produces buna-S and butyl rubber as well as styrene, butadiene and isobutylene.

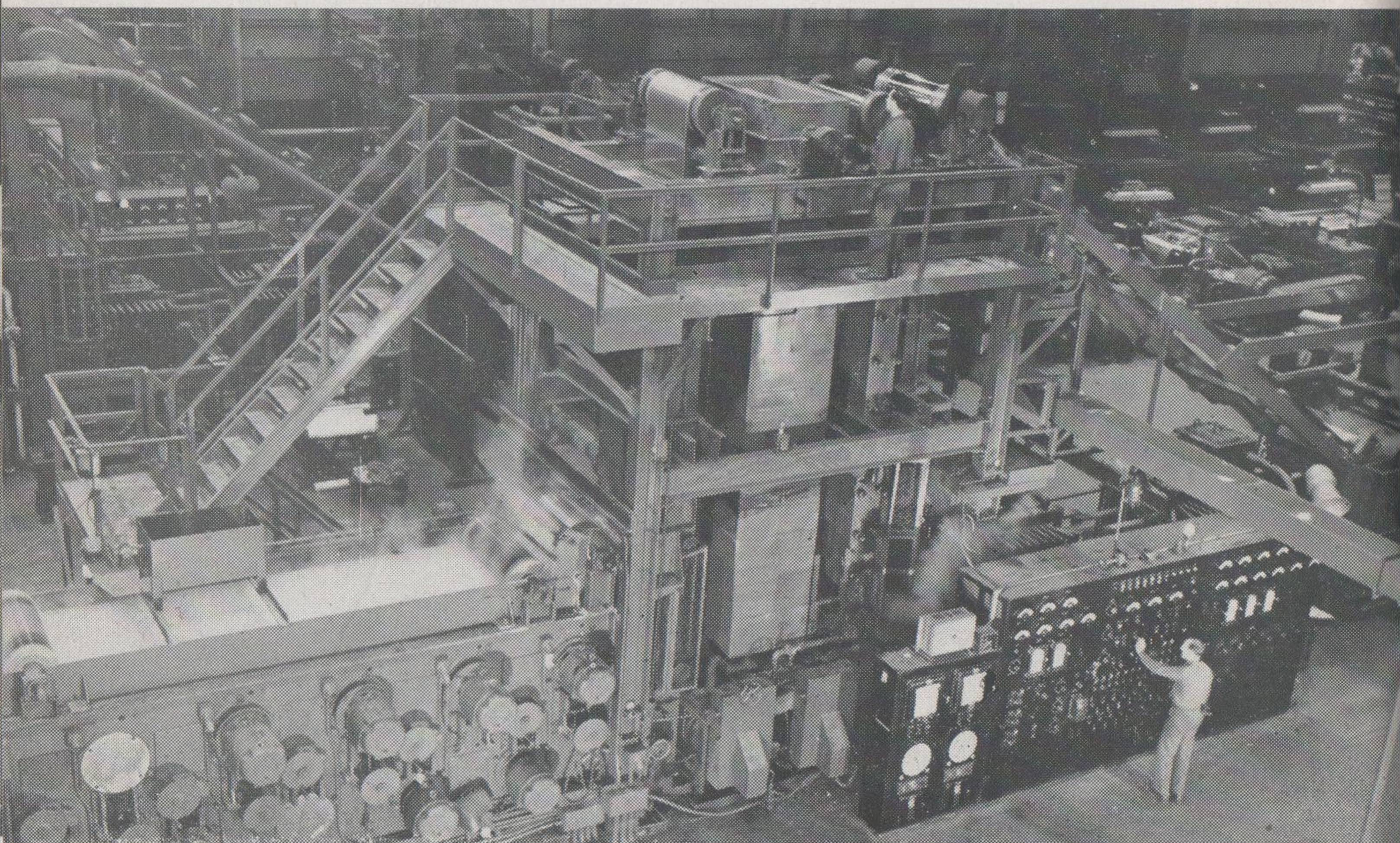


Photo: Courtesy U. S. Steel Corporation Subsidiaries

A complete melting tower for electrolytic tin plate. This type of plate uses only 1/3rd as much tin as the old hot dip method. However, unmelted plate has an undesirable dull white appearance. The melting is done with electric currents. As the coil travels through the tower at regulated speed the tin plating softens. Then it passes through a quenching medium and a roller. The coating solidifies acquiring dark lustre and high polish. The secret is in precision control of factors involved.



Photo: Courtesy Niagara Sprayer and Chemical Co., Inc.

Dusting an apple orchid in Western New York. This method is faster and cheaper than airplane spraying. Dust leaves the nozzle at 185 mph. velocity. Wind does the rest. In one test with oil-soluble DDT on a citrus grove 10 acres of trees were covered in 5 minutes. Indiscriminate spraying is likely to upset the Dynamic Equilibrium of insect life and made the problem worse. There are 80,000 varieties of insects in U. S. One acre may contain 15,000,000 insects. There must be control.



Photo: Courtesy International Harvester Company

One good reason why GI Joe can't go back to the farm. It's a one-man, pick-up hay baler. Last year 12,259 were sold. Between 1909 and 1942, farm production increased 54 percent, output per man increased 80 percent but jobs decreased 15 percent. In 1944 over 44,000 combines and 23,000 corn picking machines were sold also. T.N.E.C. Monograph No. 23 says: 'It must be conceded that there is a definite lack of employment opportunities in agricultural production.' Reason? No social control.



Photo: Courtesy Ford Motor Company

A scene on the Redwood Highway near Eureka, California. More than a million workers and their families obtain their living directly from the forests. Wood ranks near the top as a natural resource. The redwood of the Coast is a majestic tree. Some of them are almost old enough to have been standing when the crazy Price System began, thousands of years ago. **SEQUOIA SEMPERVIRENS** has some control and stability in its physical environment. The crazy Price System has neither. Or had you noticed?



Techphoto 8743-1

No social system can long endure half Price and half Technological. The crazy methods of Price System operations must be abandoned before it's too late. There is a scientific, social design ready. At hundreds of Technocracy Sections in the U. S. and Canada, like this one shown at 2204 W. Vliet St., Milwaukee 5, Wisconsin, information can be had about it. There are but two concepts in North America now. Ask your friends, the Technocrats, about the concept of Technological Control.

Primer of Technocracy

By Education Division 8741-1

'Every now and then they find a bum dead in a flophouse, with \$5,000 or \$6,000 sewed in his greasy underwear. The story is usually good for three or four paragraphs in the newspapers.

'The American people, collectively, are not unlike such a bum. We live in filthy, substandard holes. . . . Compared with our material resources, the fabled riches in the East would look like the merchandise in a hock shop—yet we are ill-housed.' (Excerpt from an editorial in the CHICAGO DAILY NEWS, January 3, 1945.)

Be It Ever So Humble—

TODAY there is a big to-do in this great nation about the housing situation. In fact, the problem is Continental in scope. The shortage of houses in the U. S. is stated to be 3,000,000, by John B. Blanford Jr., national housing administrator. Canada needs 750,000 more new houses. This is in terms of Price System estimates. Why the U. S. should need only 3,000,000 new houses is not elaborated upon. The reason, of course, is that there are only that many citizens who have the wherewithal with which to buy a house at the present time.

As a matter of fact, almost the entire population of Canada and the U. S. needs new housing, but the Price System can't tackle the problem on that basis. So it concentrates on the suckers who have enough cash or credit to be sold. They constitute the market. In the past this number has been running around 400,000 per year. To put it in the more genteel words of C. W. Farrier, Technical Director, National Housing Agency, as quoted in the *Southern Lumberman* for July 15, 1945:

An examination of the statistics of past housing production and of the costs of the housing produced, when compared with the

number of families on whom prudent loan institutions will accept a risk, discloses that the market cannot absorb much more housing at current costs than it has been absorbing in the past. Over the past 40 years the average yearly absorption has been about 445,000 homes. The average becomes even lower—400,000 homes—if the eight boom years of the 1920's are eliminated.

The 1940 census showed the existence of 30 million homes in non-farm areas. The production rate of 400 thousand homes per year would require 75 years merely to replace existing housing; and even that would not allow for the production of such additional housing as might be necessary.

In 1925, the best house construction year the U. S. Price System ever had, only 1,000,000 new homes were built. Leaving out the increase in population, it would take over 30 years to rehouse this Nation by Price System methods, if they worked at top speed with the best jerry techniques. Then, they could start all over again for the first houses would all have caved in.

There has always been a housing shortage in the U. S. This has been

aggravated since Pearl Harbor on account of several factors:

- (1) Very little new building since the war began;
- (2) Upturn in population due to war-time births; and
- (3) Migration to towns and cities due to war work and mechanization on the farm.

There's No Place Like Home

The increase in population since 1940 is already 7,000,000. It is estimated that total population in the U. S. will be 145,000,000 by 1950.

Due to mechanization of farming, the farm labor force has decreased by more than 10 percent under the 1935-1939 average. This process is just getting under way. The farm population of the future will be smaller. These people have moved into towns and cities. There they will stay for there is no place else for them to go.

Pearl Harbor and priorities put an end to construction of houses except for some wartime housing. Twelve million people went to work in war plants. This includes the 8,500,000 who were unemployed in 1940. Of course, they took better houses and apartments.

Now 12,000,000 veterans are returning home from the wars. Many of them have a sizeable stake for the first time in their lives. They want to get married. They need houses and apartments to live in.

All this adds up to a housing shortage that will do two things. It will, first of all, get worse. The politicians will muddle around with the problem to their hearts' content, getting in everybody's hair and accomplishing nothing. The second thing that will happen is that new technology will be introduced into the house construction industry. This new technology, because of Price System restrictions, cannot solve America's housing problem

now. It will, however, do considerable toward alleviating the situation.

*Rufus, Rastus, Johnson, Brown—
What You Gonna Do When
The Rent Comes 'Round?*

Any Price System entrepreneur with a cash register concept of social values, viewing this situation, is bound to chortle with glee. Construction interests, real estate firms and landlords are licking their chops. Once again they've got the great American sucker just where they want him. And brother, do they know it. The average landlord today is as snooty as a Maharajah. If it were not for the O.P.A., they would have inflated their rents nine times over by now.

As it is, they reduce heat, service and repairs to the limit. They demand and receive secret payments on the side, above the quoted ceiling price. They behave in every respect according to the classic concept of Price System rules: 'Take all you can grab and give back as little as you have to.' They say that they are caught between the upper and nether millstones of rising costs and fixed prices. For reference on this alibi, see *Great Lakes Technocrat* for May-June, 1945, page 53. As a matter of fact they behave that way because that's the code of the Price System. 'Never give a sucker a break..'

The independent small landlords of the U. S. have recently formed a National Organization. The Real Estate and Construction interests have had their national unions for some time. The line of action on which the lot of them are working is typically Price System. It is to break down rent control ceilings so as to obtain the following preferential advantages for their group. First comes higher rents for the cockroach rooming and apartment house operating segment of the conspiracy and, of course, for the

tonier places on the avenue also. Then comes higher prices and fatter profits for the construction firms and materiel suppliers. This goal is to be realized by applying the pressure of higher rents to tenants and thus sandbagging them into buying homes at the present inflated prices.

The average quotation on a house today is 50 percent higher than in 1940. If rent ceilings are broken down, new construction for rental purposes will be undertaken also, but not before. The housing gentlemen have previous experience at this game to their credit.

Shylock In Wonderland

From Armistice Day, 1918, till 1925 rents rose 57 percent. The thing which finally halted the rise was that new construction caught up with deferred demand of the market. Today, the housing pressures are far greater allaround. The construction industry, materiel suppliers and organized labor in cahoots with the politicians have done their level best since the last boom to freeze technology in construction to something like the level of the 'prosperous twenties.' That magnificent hindsight is the source of most of their real trouble today. In the words of Harry A. Dick, president of the Associated General Contractors:

It is much easier to gear our business economy to war than to shift it back to profitable peacetime operations. (*Chicago Daily News*, May 2, 1945).

The great uncertain factor in the construction industry today is new technology. There are so many new things on the horizon in housing that the entrepreneur in that line is dizzy from trying to figure out in which direction to stick his neck out.

There are the new solar houses. They will put an awful crimp in the

nation's coal consumption. Plastic, completely air-conditioned, prefabricated houses for \$1,500 are envisioned by one noted industrial designer. Packaged houses, complete to the last hardware fixtures, are an already established item. Pre-built houses, such as are used by TVA, are in the running. Standard-sized panels, providing several times the structural strength necessary, are now available. They can be assembled according to any design.

Mass production methods are entering the housing field. The old-fashioned nail-at-a-time method will have to yield. Foster Gunnison of Gunnison Homes, Inc. states that in the old handicraft method of construction there were '16,000 classifications' of home building materials. The houses they are turning off the assembly line at New Albany, Indiana, are so well constructed that the dealer is able to guarantee the monthly fuel cost to a prospective buyer, in any climate.

There are dozens of other new developments: radiant heating; tetra-cresyl silicate or liquid heating, a revolutionary new system for supplying heat and power for homes; magnesium oxychloride cement flooring, called Hubbelite, which repels bacteria, mold and cockroaches; reverse cycle refrigeration, to heat the inside of homes from the latent heat in the outside air; electrical household robots of all kinds that will do everything around the home except burp the baby. Yes, sir! It's no wonder Shylock is in a daze.

In the meantime, the great majority of people live like bums in a flophouse. What's more, they will continue to live that way under the Price System. Oh, there will be a minority who will get better housing. The Price System works that way. It is, however, congenitally unable to organize all the new technology in the construction industry and deliver it to the human

components of this Continent in the form of high grade housing for all. The reason is that this is a technological problem and not a financial, sand-bagging operation.

Engineers To The Rescue

The end products of design are radically different if one lays out the whole scheme of a given function in advance and then works down to the details, from what they would be if one started on the details and worked from them to the more general complex. (*Technocracy Study Course*, page 264)

This latter course of action, that is, starting from the details and working to the general complex, is how the Price System operates. The former course of laying out the whole scheme of a function in advance and then working down to the details is how Technology operates.

It can now be understood what is meant by referring to Price System methods in housing. Architects have designed thousands of houses, 'but no one has ever designed a system of housing on a Continental Scale.'

This brings us to the technological foundation of the whole subject of housing, namely, what are the buildings for? What do we have to build them with? What does it cost physically to maintain them? And how long will they last? (*Ibid*, page 262)

The answers to these questions have been all worked out. If and when applied, they are capable of providing the very best available housing for every citizen of North America. The requirements are few and scientifically sound. The first one is that we, the people of North America, must abandon the Price System and set up a

socially engineered system. After that is done, we can all have good housing. And it won't take 30 years to get it either.

There is a great deal more to be said about housing. None of it, however, is worth listening to unless it starts from the basic premise of Technocracy. 'All phenomena involved in the operation of a social system are metrical.' The housing problem is only one facet of the far greater problem of distribution of goods and services as a whole. This can never be solved by Price System methods.

So, let us resign ourselves to live like bums in a flophouse. After all, the situation redounds to the greater glory of the big shots on top of the social dung heap, doesn't it? Every man is entitled to as many crumbs as he can grab in the pursuit of life, liberty and happiness, isn't he? It says so in the Declaration of Independence.

Or, would you rather have good housing? If so, then wake up *M A N!* *Snap Out Of It.* Use the feeble wits the Lord gave you. Examine the operating mechanism of the crazy Price System you exist under. Observe its tyranny and regimentation on all sides. Go through the book until you see what Technology has to offer. Accept no substitutes for the real thing. Demand action. The time is *N O W*. Do you want to live like a bum in a dirty flophouse all your life?

We, the people of North America, can move into a wonderful system of functional housing any time we want to. We have the men, machines, materials and knowledge to build with. If we do not act, we will die like bums in the collapse and chaos of this perishing economic order. When the cops of history examine the remains for identification, they will say: 'The poor fool had thousands sewed up in his underwear all the time.'

Technocracy and Your Trade

The Textile Worker

By Organization Division 8741-1

Fifty Seven Varieties

TEXTILE work is divisible into many branches. There is the cotton goods industry, the woolen and worsted goods industry, and the synthetic yarns industry. There are mills where yarn is spun and cloth is woven and factories where these are fashioned into many varieties of finished products. In apparel manufacturing alone there are dozens of classifications.

The cotton goods industry is one of the least concentrated of the nation's important industries. 'In 1935 the four largest firms produced only 8.4 percent of the industry's value of products.' (TNEC Monograph No. 22). 'Few of the mills produce a finished product from the standpoint of the final consumer.—For the most part they merely supply the raw material to the next processing agency.' (Ibid. p. 276). There is a lack of integration and severe competition in the cotton goods industry. Mill units are widely scattered geographically and the majority are small in size, independent in ownership and specialized as to output. These factors cause the existence of a large number of weak firms constantly in need of more business.

The woolen and worsted goods industry is somewhat more highly concentrated. 'In 1935 the four largest firms produced 24.2 percent of the industry's value of products. The woolen and worsted goods industry is, however, characterized by a much greater degree of integration than the cotton goods industry.' (Ibid. p. 281). Although there is great integration in the woolen and worsted goods industry, there is a multiplicity of pro-

ducers, which leads to intense competition. Both cotton and wool industries are characterized by excessive plant and equipment, with too great a capacity in relation to the available market.

You Can't Work Here Any More

Technology has been hard at work in the cotton goods industry. There has been a great variety of new installations operating ever more efficiently and at higher rates of speed. The results show up in greater productivity and lowered man-hours. In 1919 the cotton goods industry employed 430,966 workers. By 1936 their number had been decreased to 391,000. Between 1929 and 1936 man-hours used dropped off 28 percent. However, output per man-hour rose 32 percent between 1929 and 1936. The total increase in man-hour productivity between 1919 and 1939 was 64 percent. In other words, the cotton goods industry in 1939 was able to produce 64 percent more than in 1919 with no increase in jobs whatsoever. Or, to reverse it, could produce in 1939 as much as it did in 1919 with 64 percent less workers.

The story is about the same in the woolen and worsted goods industry. In 1919, it employed 199,787 workers. In 1936 only 151,500. Between 1929 and 1936 man-hours used dropped off 22 percent. However, output per man-hour rose 41 percent between 1929 and 1936. The total increase in man-hour productivity between 1919 and 1939 was 77 percent.

The picture of technology's impact for both industries as a whole between 1919 and 1939 looks like this: Pro-

duction rose 43 percent, man-hours of labor dropped 21 percent and total employment rose one little measly percent, yes, just one.

In connection with this picture, it may be well to remember two things. First, the total mass purchasing power of textile workers is not based upon total employment but upon the total man-hours of labor used. Theoretically, it would be possible to employ many more thousands but the hours would have to be cut commensurately. This is the low road to a coolie level of existence. The second point is that while total population of the U. S. rose about 25 percent between 1919 and 1939, the textile industry provided only 1 percent more jobs.

The Chemist Is At It Too

Up to now, we have avoided mentioning the synthetic yarns industry. The cotton and wool industry is as old, or older, than the Industrial Revolution. The introduction of new technology there has always had to be delayed and hindered by existing cruder technologies. Not so with the synthetic yarns industry. It is starting off under the best conditions of technological advancement and application. Rayon is only about 35 years old, in 1945 it will reach almost one-fifth the production of cotton. It has already passed wool production.

Nylon is still newer, but its use is increasing rapidly. Today there are eleven synthetic fibres being produced commercially. There are three types of rayon, nylon, Vinyon, Fibreglas, Aralac, vinylidene, Plexon, synthetic rubber and Tensylon. These are bound to take a large part of the market away from cotton and wool. The effect will be to stimulate the introduction of better technological methods with a consequent reduction in man-hours of labor.

Further, there is a completely new

basic process in cotton mill technology, the first since the invention of the art of weaving thousand of years ago. In the Chicopee Mill at Milltown, New Jersey, cotton is combed out straight to form a continuous sheet about a quarter inch thick. It is then compressed to normal thickness between rollers and over-printed with a liquid plastic which binds every individual fibre permanently in place. The plastic imprinting can be of any decorative design or color. The printed material is dried over heated cylinders. Thus, in one single operation, raw cotton is technofactured into a finished textile.

You may rest assured there will be mighty few man-hours of labor used in this process or in any of the new synthetic yarns. In the Rayon industry the increase in productivity per man-hour between 1923 and 1939 was 333 percent. The time for production of yarn at the Painesville, Ohio, plant was reduced from 85 hours to 5 minutes. And so it goes. We could fill a book with the story of the impact of technology upon the textile industry.

The story is the same as in every other industry; the same as for North America as a whole. The war is over now, and the temporary prosperity and security of the textile worker is at an end. He, and she, are now face to face with the common social problem of the Power Age. What shall we do to live? Strike? The necessity becomes inevitable. But what does it solve? Every boost in hourly wage rates brings about the introduction of better technology to decrease the number of man-hours necessary.

Under the tyranny and regimentation of the Price System, the cards are stacked against the textile worker. The more he wins in the short run, the more he losses in the long run. In addition to union organization, which

is vitally necessary to obtain immediate economic benefits and to prevent being stripped stark naked by the entrepreneurs of the textile industry, the textile worker needs something else. He needs a longer range objective.

He needs to become cognizant of an overall and permanent solution for his own particular problems and for those of all other Americans as well. He needs to know that there is no solution to his own problem apart from others. Indeed, there is no solution to anyone's social problems within the framework of the Price System. There is a solution to all social problems of the Power Age, individually and collectively. It is a grand and glorious solution too. It is scientifically sound and workable.

The matter is too long to go into in a short story of this type. If the textile worker will turn his attention

to the Body of Thought known as *Technocracy*, a totally new and better world of social living will come into view. He will see North America as it can be when a sufficient number of citizens are determined to have it. He will see a social system wherein Science and Technology are organized into the prime function of living.

After all, that's what we all want, isn't it? We all want to live as well as possible. We all want less work and more purchasing power; less scarcity and more goods and services; less insecurity and more abundance; less religious and social discrimination and more equal opportunity. Try to get it under the Price System. It's a fool's dream. Quite dreaming, Mr. and Mrs. Textile Worker! Wake up! Follow Roger Bacon's advice. 'Look at the World.'

Investigate Technocracy!

The Yardstick Is Energy

'Had there been no changes in weekly hours, the 1929 output in manufacturing could have been produced in 1939 with 2,036,770 fewer wage-earners, a 24.5 percent reduction in a decade. The 1930 output could have been produced in 1937 with 295,550 less wage-earners in steam railroads and 40,538 fewer in bituminous coal mining, reduction of 20.2 and 9.7 percent, respectively, within only 7 years. The seriousness of a technological displacement of over 2,000,000 adjusted man-years in manufacturing during one decade, of nearly 300,000 in steam railroads, and of over 40,000 in bituminous coal mining in only 7 years requires no elaboration.—*T.N.E.C. Monograph No. 22*, page 129.

'In the first Atlantic passenger liners of a century ago, with a fuel consumption of 8 lbs. per hp.-hour, they burned so much coal that in winter on the westbound pas-

sage, when head winds were expected, they dared carry little except coal.

'It is interesting to note what an influence fuel economy has on ocean transportation: From 8 lbs. per hp.-hr. a century ago, the fuel consumption was reduced to 4.5 lbs. by 1845, 3.5 by 1855, 3 by 1865, 2.5 with the high pressure boiler by 1875, to 2 lbs. with triple expansion engines of 1885, and 1.5 lbs. per hp.-hr. with the quadruple-expansion engines of 1895 and onward. If it had not been for improved fuel economy voyages to Australia would still have to be made by sailing craft.'—*Chicago Daily News*, Financial Page, November 28, 1942.

Immediate demands for commodities will be vast, but watch out for the long pull a year from today. Foreign countries will again be producing in volume to fill their own requirements.—*Chicago Daily News*, August 21, 1945.

Technology Marches On!

Glimpse of the Future

By Research Division 8741-1

Agrotechnology

THE U. S. Sugar Corporation is operating a 100,000 acre agrotechnological unit in the Florida Everglade country. The shape of industrial farming, a combination of field and factory, is taking form there. About 7,500 workers are employed on the land and in the plants. Crop units are from 1,000 to 4,000 acres each, cut up into 80 acre plots for tillage.

'Hydraulic engineers, soil chemists, plant pathologists, geneticists, agronomists, nutritionists, entomologists and live stock experts cooperate to produce amazing yields of sugar and develop new crops for this climate where growth never stops.'

The farm includes the largest raw sugar mill in the U. S. Production is 100,000 tons a year. Thirty thousand acres are devoted to sugar cane. A yield of $33\frac{1}{2}$ tons to the acre is obtained. This is nearly double the Louisiana and Cuba average. About 12,000 acres are devoted to sweet potatoes. A yield of from 500 to 700 bushels per acre is obtained. The potatoes are converted into starch in a plant on the farm, which will turn out 50,000,000 pounds this year. After the 70 percent of water in the potatoes is removed by centrifuging, this liquid is fermented into methane gas to power the boilers of the starch plant. Daily yield of gas, in season, is 1,000,000 cubic feet.

About 1,000 acres is devoted to ramie. 'Ramie is the world's strongest and finest vegetable fibre.' Four successful machines for removing the fibres from the unuseable part of the stalk are in operation in Florida. This process is called decortivating. After

the fibres are decorticated, they must be degummed, that is, separated from the tenacious natural gum that sticks them together.

The Belle Glade Experiment Station of the State of Florida and Newport Industries, which has plants at Pensacola and elsewhere, are trying to develop a ramie fibre industry. If the decortivating and degumming problems can be solved, success is assured.

About 1,000 acres is devoted to lemon grass with yields running around 1,000 pounds per acre. Citral, an aromatic oil, is obtained from lemon grass. The tops of the ramie plants, sweet potatoe vines, the sweet potatoe pulp and the spent lemon grass after distillation are marketed as live stock food. (*Wall Street Journal*, June 19, 1945). *Ed. Note: See Technocracy Study Course*, published 1934, pages 256 and 261.

Tire Technology

The General Tire and Rubber Co. of Akron recently unveiled a new machine that completely eliminates the need for skilled labor, reduces the percentage of rejections and turns out a better tire. The machine is semi-automatic and turns out a tire every two minutes. This is more than twice the output of the best machine in use today, and five times better than hand methods. The machine requires only one operator and two assistants. The only steps which require human labor are placing the bead in position, ripping the fabric on the bias, cutting the breaker strip and removing the tire from the machine. (*Business Week*, November 3, 1945). *Ed. Note: See Tires, Toil and Technology in The Technocrat*, April 1940.

Carpentry

An automatic nailing machine for use in the furniture and woodworking industry has been put on the market by the Auto-Nailer Co., of Atlanta, Georgia. The machine uses a coil of specially knurled wire for its supply of nails. Precision shearing knives cut the wire at the correct angle for easy driving. Length of nails is controlled by a calibrated dial which can be set for any desired length. Nails can be driven flush or countersunk at the rate of three per second. The automatic nailer is powered by an electric motor in its base. (*Business Week*, October 27, 1945). Ed. Note: See *Technocracy Study Course*, bottom of page 150.

Materials Handling

The new hydraulic Drott Skid-Loader, a device for transporting pulpwood from pile to truck, is claimed to be the first successful machine to replace handloading of pulpwood. According to its manufacturer, Hi-Way Service Corp., Milwaukee, Wis., the Skid-Loader is capable of moving a cord of pulpwood from pile to truck in 1½ min. It would require 25 men to do this job in the same time. The unit consists of a steel frame with rack attachment and is mounted on a 60-hp. diesel tractor. The Skidloader can also be used for handling posts, poles, railroad ties, and other forest products. By adapting the proper type rack and bottom structures, it can also be used for transporting, loading, and piling a variety of materials ranging from shavings to rock. (*Paper Trade Journal*, May 17, 1945). Ed. Note: See Chapter 6, *Technocracy Study Course*.

Packaging

An automatic continuous packaging machine, developed by Marathon Corp., Menasha, Wis., and Food Machinery Corp., feeds, opens, fills and closes 75 to 80 twelve-ounce cartons

of frozen vegetables per minute. Less than 1/5 of the personnel usually employed to handle these operations are required to attend the machine. The Marathon telescope laminated carton, which was used during a demonstration of the machine, is claimed to provide adequate protection against dehydration without the liner ordinarily used for frozen food packs. The machine is expected to make it possible to package consumer foods promptly at harvest time, eliminating the usual intermediate steps of storage in bulk and later repacking into consumer-size packages. (*Western Canner and Packer*, May 1945.) Ed. Note: See *Technocracy Study Course*, page 266.

Communication

Three new developments in telephone and telegraph communication will revolutionize these industries and destroy thousand of jobs. About two-thirds of the country's telephones are dial operated at present, but only 5 percent of the 2,700,000 daily long distance calls are handled by the dial method. A new long distance dialing system will connect any two telephones in North America in less than a minute. What's more, the new system eliminates four out of five long distance operators. The method involves the installation of new toll dial switching equipment and the setting up of a new toll dial operating method. The *Bell Telephone Magazine* says: 'Much work will have to be done but accumulated experience and the present toll plant together provide a sure foundation on which to build the bold new structure.' (*Chicago Tribune*, October 2, 1945, and *Wall Street Journal*, September 24, 1945.)

The International Telephone and Telegraph Company is testing out a revolutionary new system of radio telephony and telegraphy. A success-

ful test was recently made over a triangular circuit, using two repeater stations, from New York to Nutley, N. J., and back. The new method is entirely electronic, using pulse time modulation (PTM). Twenty-four telephone conversations can be fed through a single transmitter at the same time. At the receiving end, they are automatically sorted out to the correct telephones. Pulse time modulations chops up conversations or programs into pulses one-half millionth of a second long, precisely spaces them in time sequences and sends them forth as a radio wave. Parabolic reflectors are used as antennas to beam the waves. These are spaced 30 miles apart as relay stations. They operate automatically and require no attendants. P.T.M. makes use of the principle that there are gaps of silence in conversations. These gaps occur at such high speed that a listener is unaware of them. The effect is similar to the illusion of continuity in a moving picture, where, in reality, the screen is dark much of the time. The human eye cannot detect these dark intervals. Neither can the ear detect the gaps of silence in talk, music, etc. If there are 8,000 silence intervals per second, it provides enough time to squeeze in 24 two-way conversations as well as a 25th pulse, the marker pulse, which keeps the cyclophon tubes on the sending and receiving ends operating in unison. 'The result has been described as an interweaving in time of one group of signals with another.' Radio frequencies in the neighborhood of 1,350 megacycles are employed. (*Chicago Daily Times*, November 4, 1945, and *Business Week*, October 6, 1945.)

The Western Union Telegraph Co. has made application to the Federal

Communications Commission to convert its pole and wire system of telegraphy to a radio system. Frequency modulation will be employed. An experimental circuit has been in operation for six months between New York and Philadelphia. The system will make obsolete the present 2,300,000 mile, telegraphic network and destroy thousands of jobs. Essentially, it is a radio relay system with stations spaced 30 miles apart, automatically operated. Over 1,000 telegrams can be transmitted simultaneously. The present wire system is limited to 6 messages on a single pair of wires. It is said that radio-relay telegraphy 'is expected to produce operating economies, reduce maintenance and give greater speed and flexibility of service.' The new system uses radio frequencies somewhere between 3,000 and 15,000 megacycles. (*Business Week*, October 27, 1945.) *Ed. Note: See Technocracy Study Course*, chapter on Communication, page 255.

Foundries

A photoelectric device made by Photoswitch, Inc., Cambridge, Mass., enables several ladles of molten metal to be poured simultaneously by remote control operation. The device eliminates the usual hazard of hand pouring and permits several molds to be filled in less time than manual pouring takes to fill one. The photoelectric control is located directly above the ladle. When an empty mold is in position before the ladle, the operator pushes a button that causes the hydraulic actuating mechanism to pour molten metal from the ladle into the mold. When the metal reaches the riser of the mold, the photoelectric device instantly drops the ladle back to the non-pour position. (*Steel*, June 4, 1945.) *Ed. Note: See Technocracy Study Course*, bottom half page 116.

Home Heating

A revolutionary heating system, called the Liquid Heat Consolidated Unit, has been developed by the John B. Pierce Foundation in cooperation with the NHA Office of Product Research and Development. With the new system, all household appliances utilizing heat might be supplied from a single source of power with a 48 percent saving in fuel costs over the conventional combination of heating services. The basis of the new system is a chemical identified as tetra-cresyl silicate which will absorb heat up to 817 deg. F. To date, piping insulated with 2-in. thick fiber glass has been found most satisfactory for withstanding the high temperatures involved. (*The Architectural Forum*, June 1945.) *Ed. Note:* See *Technocracy* magazine, Series A, No. 5, page 13.

Machine Tools

Aluminum and magnesium parts are machined rapidly and accurately at Aircraft Products Mfg. Corp., Des Plaines, Ill., by a battery of special machines equipped with special interchangeable attachments that eliminate many tools and fixtures used in conventional machining processes. Tool and fixture costs are claimed to be reduced 50 percent. With these machines a sequence of operations such as surfacing, boring, milling, and drilling can be carried out at one setting without altering the piece or holding fixture. Special machines built by Hack Machine Co. permit 4 heads to be mounted on the master head at the same time, making possible the production of 4 pieces simultaneously. By setting up the machine instead of the job, and through coordination of special combinations of heads with vernier scales built into the machines, precise position of the part in relation

to cutting tools is possible in all directions. This method assures jig bore precision between related surfaces whether drilled, slotted, or milled. With this set-up, work can be held to much closer tolerances than are possible when operations are done individually, and extremely difficult machining jobs not practical with usual equipment can be done accurately and speedily. (*Steel*, June 25, 1945.) *Ed. Note:* See *Introduction to Technocracy*, bottom half, page 17.

Office Machines

A new calculating addressograph machine is being planned for volume production by the Addressograph-Multigraph Company. This machine automatically figures dividends, hourly payrolls, and other large volume disbursements, writes checks, and keeps a summary of all the transactions. In a test conducted by the Manufacturers Trust Co. of New York, a machine completed a dividend job in 10 or 11 machine-hours that formerly required 140 man-hours. The machine utilizes stamped metal plates to which have been added punched holes representing the number of stock shares, pay rates, or whatever is being computed. Plates, inserted by the drawerful into the robot and fed individually into printing position, energize the calculator according to the arrangement of the punch holes to print the payee's name, address, and amount of dividend or check in a single stroke. Blank checks in sheet form or roll form enter automatically from the left and are delivered at the right, while a summary of all transactions is imprinted on a large roll of paper. A new development not yet ready for the dividend disburser permits the plates to be prepared in Chinese, Korean, and other ideographic scripts. (*Business Week*, July 14, 1945.) *Ed. Note:* See *The Technocrat* for May, 1939, page 8.

Each in His Own Tongue

By Publications Division 8741-1

Voice of the Price System

STATESMANSHIP

I realize there always is more crime after a war. Our police know this and are ready. It is not that crimes are committed by exservicemen particularly. The devil is in the air after every war.

Mayor Edward J. Kelly of Chicago as quoted in an interview in the *Chicago Daily News*, September 8, 1945).

GENTLEMEN FARMERS

—the American farmer believes . . . that it is not the responsibility of government to assure every individual a full time job at competitive levels of pay.

A statement by the board of directors of the American Farm Bureau Federation meeting at the Hotel Sherman in Chicago (as quoted in the *Chicago Sun*, August 31, 1945).

RAILROAD TYCOON

Every year of war means good business for a year after it ends. The war has lasted five years; therefore I expect five years of better-than-normal business.

R. L. Williams, president of the Chicago and North Western Railway (as quoted in the *Chicago Daily News*, July 17, 1945).

MUTUAL ADMIRATION CLUB

We in advertising are proud of our part in making possible our great free press, happy that while using your columns to sell our goods we also are supporting your effectiveness in sustaining our democracy.

Elon G. Burton, president of the Advertising Federation of America, addressing the 61st Annual Convention of the Inland Daily Press Association at the Congress Hotel (as quoted in the *Chicago Sun*, October 19, 1945).

AUTHORITARIANISM

When our leaders speak, the thing has been done. When they propose a plan—it is God's plan. When they point the way, there is no other which is safe. When they give direction, it should mark the end of controversy. God works in no other way.

From the June 1945 issue of *Improvement Era*, an official publication of the Mormon Church (as quoted in *The Nation*, August 18, 1945).

ECONOMICS

Labor unions acting in conjunction with the federal government were largely responsible for prolonging the last depression seven or eight years after recovery should have taken place.

Willford Isbell King, professor of economics, New York University, in an address before the Rotary Club of Chicago at the Hotel Sherman (as reported in the *Chicago Daily News*, September 25, 1945).

BANKING

I should deplore an assurance of full employment. So far as I know, full employment has never been achieved for any period of time in a modern state except under a program of preparation for war or under the compelling

needs of actual war, as recently in the United States.

Allan Sproule, president Federal Reserve Bank of New York, in a letter to Senator Wagner (Dem. N. Y.), Chairman of the Senate Banking and Currency Committee, in opposition to the so-called full employment bill (as reported in the *Chicago Tribune*, August 25, 1945).

FAMILY GUIDANCE

Marriage is not a matter of passion, but of compassion. The only thing which makes a man feel big is littleness. Men are not made to feel big by being told they are big. Upon the wife rests the moral problem of being little without being a doormat—then

the problem of her husband's courage, her loneliness, their social, financial and physical compatibilities are a long way toward being solved.

Rev. Edward Dowling, S.J., to an audience at the Summer School of Catholic Action at the Morrison Hotel (as reported in the *Chicago Daily News*, August 28, 1945).

ATOMIC BOMB

Our savage generation cannot be trusted with it. Such power of destruction would have been a social hazard even in the civilized thirteenth century.

Jesuit Father Robert I. Gannon, president of Fordham University (as quoted in the *Converted Catholic*, November 1945).

Voice of Technology

PLAYING SANTA CLAUS

When the wraps of propaganda are taken from the four freedoms, we shall find the Four Horsemen again charging down the corridors of time. . . . If our financial books were balanced we should find that America, as the world spendthrift and chief of international pump priming, is the first great nation in history to have fought two wars in order to finance a bankrupt imperialism.

Senator Shipstead (Rep. Minn.) in an address to representatives of 167 Lutheran Churches in the Chicago area at the Civic Opera House (as reported in the *Chicago Tribune*, October 29, 1945).

POLITICAL METHOD

Alcohol is the psychological medium through which much legislation is handled. It makes

Congressmen a prey for lobbyists. . . . Alcohol is a major factor in Congress and exercises a most damaging effect on legislation. The State Department and the Diplomatic Corps are stuffy with drunks.

Dr. Michael M. Miller, psychiatrist at St. Elizabeth's Hospital in Washington, D. C. (as quoted in *Labor*, August 18, 1945). *Ed Note*: Internal Revenue figures reveal that the per capita consumption of liquor in Washington, D. C. is four times greater than the National average.

TECHNOLOGY

Mechanization of plant and equipment is the only answer to the high hourly and weekly wage rates which will prevail after the war. . . . This trend toward mechanization will culminate in a great boom in the

production of labor saving machinery of all kinds.
Lionel D. Edie, economist (as quoted in *Power*, January 1945).

Underlying the whole (of our time) is an understanding of the social consequences of scientific discoveries which has moved on to the recognition that technology itself is a prime mover in social change. It is too late now to think in terms of adjusting to a single invention. Technology is an entirety.

A. G. Mezerik, book reviewer, in the *New Republic*, February 26, 1945.

ANTI PATENT BURYING

That as we enjoy great advantages from the inventions of others, we should be glad of an opportunity to serve others by any invention of ours; and this we should do freely and generously.

Benjamin Franklin (1706-1790) in a letter to the Governor of Pennsylvania, declining the offer of a patent for the 'sole vending' of his invention of the Franklin Stove.

OBSCURANTISM

Man-made concepts such as devils, witches, taboos, hell, original sin and divine revelation, kept alive in an unending chain of emotionally tinged spoken and printed words, have distorted

the intellectual process of millions of persons over the centuries.

George D. Stoddard, New York State Director of Education and president-elect of the University of Illinois, in his book *Meaning of Intelligence*.

SCIENCE

I plead for recognition of the fact that progress in science does not only consist in accumulating information which may be put to practical use, but in developing a spirit of prevision, in taking thought for the morrow; in attempting to forecast the future, not by vague surmise but by orderly marshaling of facts, and by deducing from them their logical outcome; and chiefly in endeavoring to control conditions which may be utilized for the lasting good of our people.

Sir William Ramsey, in his presidential address to the British Association for the Advancement of Science, 1911.

BANDWAGON PSYCHOLOGY

First, a new theory is attacked as absurd; then it is admitted to be true, but obvious and insignificant; finally it is seen to be so important that its adversaries claim that they themselves discovered it!

William James (1842-1910), American psychologist and philosopher (as quoted in *Aviation*, February 1945).

Discovering Resources

Near Boyertown, Pa., a huge deposit of magnetite, an important iron ore, has been discovered by the U.S. Geological Survey. Rough measurements show the ore to be only 100 to 130 ft. underground, which is considerably nearer the surface than other iron-ore deposits known to exist through the East.—*Industrial and Engineering Chemistry*, May 1945.

'Some one once said that a good way to test the quality of whiskey is to pass an electric current through a quart of the stuff. If the current causes a precipitation of lye, tin, arsenic, iron slag and alum, the whiskey is fair. If, however, the liquor chases the current back to the generator, you've got good whiskey.'

—EXCAVATING engineer

So Wags the World

By Research Staff, GLT

Fascism and Anti-Fascism

NORTH AMERICA

UNITED STATES

Mrs. Emily Barret Blanchard, author, and her literary adviser Edwin Seaver entered into a contract with Doubleday, Doran and Co., on March 23, 1944, to publish a book that Mrs. Blanchard was working on. The book was entitled *Mexican Merry-Go-Round*. When Doubleday's editor-in-Chief received the manuscript of the book, he called in the head of Doubleday's South American affiliate and had him go over the manuscript. This gentleman, Manuel Jove, reported that publication of the book would make plenty of trouble with the Mexican Government and 'hamper our operations down there.'

Mexican Merry-Go-Round is an anti-fascist book. Mrs. Blanchard said she had endeavored to show the tie-up between Franco's *Falange* and the Sinarquista group in Mexico, together with the reactionary political, economic and educational activities of the Roman Catholic Church there. One chapter deals with Axel Wenner-Gren, Swedish multi-millionaire, who has been called 'Axis super-agent for the Western Hemisphere.' Mrs. Blanchard was approached by agents of Wenner-Gren and warned not to say anything derogatory about him. Other sections of the book deal with Ezequiel Padilla, candidate for President of Mexico in next summer's election; and Maximo, brother of the present President of Mexico. Mr. Jove said that the material about them, while accurate and a matter of common knowledge, would create a storm of protest. Mrs. Blanchard said that Padilla is 'con-

nected with monopolistic big business and is against every interest of the common man in Mexico.' She accused the U. S. State Department of being reactionary and wishing to see Padilla elected President in 1946.

The upshot was that Doubleday Doran refused to publish the book. Mrs. Blanchard and Edwin Seaver are suing the firm for \$253,500 for breach of contract.

Senators Kilgore (Dem. W. Va.) and Magnuson (Dem. Wash.) have introduced a Bill to set up a National Research Foundation to subsidize technological research in industry, public health and national defense problems. It is patterned after the recommendations of Dr. Vannevar Bush, Director of the Office of Scientific Research and Development. The Bill proposes Federal grants to schools and private laboratories to encourage basic research in all branches of science; give U.S. scholarships to science students; force the public use of all patents, discoveries and inventions produced through Federal aid; create international cooperation to improve the technology of all the world.

CANADA

Newspaper reporters in Montreal, Quebec, who are assigned to cover the City Hall, get a bonus of \$900 a year from the city in addition to the salaries paid by their newspapers. In former years the bonus amounted to as much as \$1,400 a year. There are from 8 to 10 active City Hall reporters eligible for the bonus. The

expense is charged to 'advertising' by the city. It is said in local newspaper circles that the reason the City pays these sums out is to assure that stories the City wants publicized are handled 'adequately.' Montreal is governed by a Council of 99. Thirty-three are elected by the voters, 33 by the landlords, and 33 are appointed by the Chamber of Commerce, the Board of Trade and the Universities.

The fabled Northwest Passage, sought ever since the voyage of Martin Frobisher in 1576, has been conquered at last. It lies around the top of North America through the Arctic

SOUTH OF THE RIO GRANDE

ARGENTINA

John M. Cabot, American Charge d'Affaires in Buenos Aires, together with several Embassy officers, attended a reception at the Embassy in Buenos Aires on the evening of October 12, 1945. The reception was held in honor of El Dia de la Raza, which is called 'Columbus Day' in the U.S. El dia de la Raza has a special significance in Latin America. Fascist Spain has emphasized it as part of fascism's plan to divide Latin America from the U.S. Nevertheless, our ranking Embassy official and subordinates attended.

At 9 P.M., when the party was just getting good, the Argentine police turned machine guns loose on 40,000 people gathered in San Martin Plaza. Many were killed and wounded. While the people of Buenos Aires were being mowed down by the fascist police, the representatives of 'Free America' were drinking cocktails with the upper fascists behind the mowing down. In explanation of his conduct, John M. Cabot said: 'We went because the

Ocean. Roald Amundsen made the first trip through the Passage in 1903. It took him three years. The Royal Canadian Mounted Police Schooner *St. Roch* made it in 86 days recently. 'The route through the Northwest Passage is suitable for summer traffic by wooden vessels,' declared Sub-Inspector Henry Larsen, skipper of the *St. Roch*. The 80-ton ship crossed the top of North America from Sydney, Nova Scotia, to Vancouver, B.C. On the journey she picked up relics of earlier expeditions which failed, including British foodstuffs 100 years old. The *St. Roch* is diesel-powered and was specially built to buck heavy ice.

other 19 American Republics would think we were taking a slap at them if we did not attend the "Dia de la Raza" celebration, and our absence would have driven them closer together.'

MEXICO

The Mexican-American Conference on Industrial Research was held recently in Chicago under the auspices of the Armour Research Foundation of the Illinois Institute of Technology. It was attended by 30 Mexican scientists and industrialists. The conference lasted a week. Its object was to stimulate scientific development and industrial research in both Mexico and the U.S. The guests attended a series of lectures and demonstrations at the Institute.

Two-thirds of Mexico's people live on the land, producing food and raw material for the other third. In the U.S. only about 20 per cent live on the land. 'Mexico needs more power plants, more textile, shoe and leather goods factories; we can use many new

industrial plants to convert our rich store of raw materials into finished products,' said Gustavo P. Serrano, secretary of National Economy in the

Mexican Government. Serrano said that he believed the key to better living for Mexicans is to emulate U.S. industrialization.

EUROPE

GERMANY

Shares in four big trusts, which were a heavy factor in Germany's war-making power, are selling at higher prices on the Frankfurt Stock Exchange than during the war. I. G. Farben Co., the steel combine, Metallgesellschaft, the Holzmann Contracting firm, and the Opel automobile works are listed.

Thousands of Baltic fascist nationals from Latvia, Estonia and Lithuania have crowded into the American Zone of Occupation in Germany. Masquerading as displaced persons, they fled before the Soviet Armies in 1944. Benefiting from directives designed to aid bona fide displaced persons, they get gifts of clothes, free medical care and preference for jobs. An American officer in charge of camps for displaced persons said that the camps are refuges and free homes for Baltic collaborators who were in the Gestapo and the Elite Guard. Some have been identified by bona fide Polish refugees

as members of a Lithuanian-Fascist guard over Polish laborers who built the ghetto for Warsaw Jews.

Out of the London meeting of the foreign ministers of the five major powers came a technological decision of importance. A centrally controlled transport and communication system for all Europe is to be set up. The object is to rehabilitate and coordinate the water, rail and highway transport of the Continent into one system. A similar effort by the League of Nations, years ago, failed. No customs duties are to be levied, and all goods will move freely at greatly lowered costs. There will be unification of tariffs and a unified clearing system. The agreement was signed by 12 countries, including Russia. The new organization is called European Central Inland Transport Organization. It is said that the agreement marks the breaking of the bonds that have held Europe's economy in chains for centuries.

ASIA

SOUTHEAST ASIA

At the time of this writing, Japanese and Allied soldiers are fighting side by side to put down independence movements in Indo-China and in the Dutch East Indies. American lend-lease arms are being used by British, Dutch and French troops to liquidate the Nationalist aspirations of the Annamites and the Indonesians. In response to criticism, the State Department ordered the British and Dutch

to remove Lend-Lease labels from all Lend-Lease arms being used to crush the Asiatics.

One foreign reporter noted that Lend-Lease arms have never been labelled. However, he pointed out that the title to these arms remains in the hands of the U.S. It is written into all Lend-Lease agreements that such arms can be repossessed at any time. If you're on the shooting end of an American weapon, it's pretty hard to

tell whether it's Lend-Lease or paid for. If you're on the receiving end, it's all the same.

Hoch, der Price System!

INDIA

A delegation of Indian industrial leaders is currently in the U.S. studying manufacturing processes and seeking American assistance for a program of industrial expansion in India. India's greatest need, they said, is for replacements in its textile industry, for machine tools, power equipment, road building machinery and electrical goods.

The visit is a sequel to the publication of the Bombay Plan last year. This plan envisages a 15 year program of industrial expansion for India. Extensive outside assistance is needed. Although India is a creditor nation, most of its foreign credits are locked up in the British Sterling Bloc. They cannot be cashed except for British goods, and British industry can't deliver the goods. India needs to become industrialized. It looks as if Uncle Sam will be exporting some more technology very soon.

Land of the Free

Paper Makers 'Gang UP' to 'Gyp'

Uncle Sam On Prices

James F. Walsh, a paper merchant, decided to try a little free competition. He cut 1 percent off his commission, thus reducing the price of 3,000,000 pounds of book paper he offered to Uncle Sam's Government Printing Office at Washington.

All other 13 'bidders' offered paper at an 'identical price'—1 percent higher than the price which got Walsh the contract.

That identical bidding was no coincidence, the Federal Trade Commission declared this week when it ordered the Book Paper Manufacturers' Association and its 42 member manufacturers to stop the 'conspiracy' by which they have been fixing prices of paper sold to the government and private purchasers.

The commission published a long list of 'practices' used by the paper companies to fix identical prices, in violation of the anti-trust laws.

Business men are fond of praising 'free competitive enterprise.' Paper Merchant Walsh tried it and found they do not mean what they say.

The paper manufacturers 'refused to fill his order' for the paper he sold to the

government, although the 1 percent reduction was to come out of his commission and they would have received their regular price.

Thus the paper manufacturers punished Walsh for daring to try free competition. This is only one 'example' of their methods, the F.T.C. says.—*Labor*, July 14, 1945.

'Monopolies are themselves not only irresponsible to change, but through their control of basic patents and improvements, and also of kindred patents, only a few of which they utilize or develop, they prevent others from making technological changes in the fields which they preempt.'—*Technological Trends and National Policy*, page 63, a report of the National Resources Committee, 1937.

'The primary duty of managers and directors is to do their utmost so to employ capital that it will yield the most satisfactory return possible. They were not elected to be philanthropists at the expense of security owners. They were chosen for their business ability to administer affairs in a businesslike, profitable way.'—B. C. Forbes, March 21, 1935.

In the Question Box

By Speakers' Division 8741-1

Could a Price System continue to exist if it were operated without profit? E.G.N.

Theoretically, yes. A Price System can exist and be operated without profit. However, the term 'profit system' is not synonymous with the term Price System. The concept of profit is only one part of the Price System.

The elimination of profit in a Price System does not axiomatically abrogate the Price System. On the other hand, the abolition of the Price System renders the collection of a profit impossible because the vehicle of commodity evaluation of exchange no longer exists. Pricing exists not primarily because of profit but because it is an integral part of the exchange of commodities by methods of evaluation.

Under state capitalism the State takes all the profit but it is still a Price System. One could argue that the state might return the profit to the people in various ways, thereby, in effect, abolishing profit. In that case why bother to extract profit at all. It is a roundabout method of attempting to effect distribution.

The function of a Price System is to buy and sell, i.e., exchange. It is not possible to use the tools of an exchange system to operate a system of distribution. *Exchange* and *Distribution* are two entirely different functions. If you want to buy and sell, you have to have money, price and the concept of value. Your money must have characteristics which suit it to act as a medium of exchange. It must be variable, bear interest, be capable of being saved, be negotiable, etc. In short, the entire set up of your system of exchange must be arranged so that it can be manipulated.

Trying to effect distribution with these Price System methods is hopeless. There are too many ifs, ands, and buts involved. There are too many loopholes in a Price System for a clever chiseler to find ways to beat the rules.

If you want to *distribute* goods and services, you have to use operating methods suitable for that purpose. You are now dealing with an entirely different proposition. You must abandon the concept of exchange value and price and the use of money. Your system must be set up along engineering lines to *Distribute*. Profit is impossible in that set up.

If that's what you want, why don't you Investigate Technocracy?

If we lend to other Nations money with which to purchase goods from us without demanding payment, isn't it possible to keep our beloved Price System and also create the 60,000,000 jobs we so ardently desire.—
J.C.H.

What you are proposing is to give North America's substance away to the rest of the world. If that course is followed, you will not get 60,000,000 jobs but an entire Continent reduced to a coolie standard of living. If we do that, we will keep the Price System all right. We will do even better. We will institute a world-wide system of fascism. If you have eight apples and eight men and you distribute the apples equally, each man will get one apple. Now, bring in 24 more men until you have 32. Then you only have a quarter of an apple for each man. Catch on?

Distribute North America's abundance among the rest of the world,

and you bring about Natural Scarcity everywhere. Then all you have to do is clamp down on technology, and you have world-wide fascism. Nothing is solved, but you have succeeded in turning the clock of civilization backward. That, in essence, is what is being attempted now. Giving away North America's abundance will not solve the world's social and economic problems. The only way to do that is to scrap the Price System here first. Then, by precept, example and more technology, it will be possible to attain a higher civilization everywhere.

What's to keep *Technocracy* from becoming a dictatorship?—

A.P.S.

The factors that will make a dictatorship impossible in a Technate are the absence of political and economic power, and the engineering character of the system itself. There can be no such thing as dictatorship in any purely functional setup. Who is the dictator in a power house? Who is the dictator in a telephone system? Who dictates on a railroad, the engineer? No, he follows orders. The Conductor? No, he also follows orders. The dispatcher? Let him try it just once and trains will be piling up all over his division.

Dictatorship is a phenomena arising in any political, economic or ecclesiastical setup. It is a part of the Price System. The only dictators in a power distribution system, a telephone system, or a railroad, or anywhere else in modern industrial civilization are the financial, political and ecclesiastical overlords. They dictate how much or how little of the good things of life shall be allowed to trickle down to the people and at what Price. They dictate what you eat, what you wear, what you think, how you believe, and practically everything else that happens to you from birth to death. It's

a strange slave who can't hear the clank of his own chains.

Scrap the political, financial and ecclesiastical superstructure over our Power Age culture in North America, reorganize it along engineering lines according to functional principles, and dictators will become as scarce as dodoes. Even then, however, if in order to be happy, you have to be a little dictator, or at least see one once in a while, the Technate will go all out to oblige you. It will reserve a sanitary padded cell for you where you may parade up and down, playing Napoleon, Hitler or any other type of dictator you prefer. In that place, however, and in no others, will dictatorship be tolerated.

Hasn't the President the power to establish Total Conscription, and that it is only necessary for people to demand that he so act? —U.D.W.

In time of war, it is likely that the President could install Total Conscription by executive order. In time of peace, it is probable that Congress would have to do it. The President is given many extraordinary powers during wartime which are usually withdrawn, or terminate, when the war is over. The last half of your question is still valid, however.

If the American people want Total Conscription, it is necessary only that they demand it from the government. The American Government will do whatever the people want. So will any other Government, if the people want a thing bad enough. This fact has been demonstrated many times in history. The pressure of events brought about by the impact of technology upon the Price System grows greater all the time. The dilemma of the Power Age becomes more insoluble as we go into the postwar era. It is a

physical impossibility for the Price System to solve our social problems today. Further, it is impossible for it to escape the necessity of facing up to those problems much longer.

When that day arrives, and it won't be long now, it will be necessary to install Total Conscription of Men, Machines, Materiel and Money, with National Service from All and Profits to None. When the great, impending crisis breaks, it will be absolutely essen-

tial to have an orderly transitional device to get from the chaos of the Price System to the higher civilization America is destined to move into. That transitional device is Total Conscription. It cannot be done any other way. When we, as a people, have safely bridged the gap 'from here to there,' we can scrap Total Conscription. It will have fulfilled its purpose. It will not be needed in the Technate of North America.

Captains of Industry

'These great organizations are constitutionally unprogressive. They will not take on the big thing. Take the gas companies of this country; they would not touch the electric light. Take the telegraph company, the Western Union Telegraph Co., they would not touch the telephone. Neither the telephone company nor the telegraph company would touch wireless telegraphy . . . it was necessary in each one of these instances in order to promote these great and revolutionizing inventions, to take entirely new capital.'—Louis D. Brandeis before the Oldfield Hearing on Patents in 1912.

'It is a well known fact that modern trade combinations tend strongly toward constancy of processes and products, and by their very nature are opposed to new processes and new products originated by independent inventors, and hence tend to restrain competition in the development and sale of patents and patent rights; and consequently tend to discourage independent inventive thought.'—F. L. Vaughan in *Economics of Our Patent System*, 1925.

The automobile self-starter was invented in 1899 but automobile manufacturers resisted its adoption successfully for 20 years. By 1912 less than 5 per cent of cars were fitted with self-starters as standard equipment.—R. C. Epstein in *The Automobile Industry*, 1928.

'I have even seen the lines of progress that were most promising for the public benefit, wholly neglected or positively forbidden just because they might revolutionize the industry. We have no right to expect a corporation to cut its own throat from purely eleemosynary motives. Why should a corporation spend its earnings and deprive its stockholders of dividends to develop something that will upset its own market or junk all its present equipment.'—William M. Grosvenor, in an article *The Seeds of Progress in Chemical Markets*, 1929.

'Technical progress far outruns actual practice. This margin of nonuse is in part due to nonpecuniary factors, but the major explanation is simply that, on the whole, industry must be conducted with profits as the immediate goal; hence the first and major consideration in any choice of method is not merely, Will it do the work? but also, Will it pay?'—Harry Jerome in *Mechanization in Industry*, published by National Bureau of Economic Research, 1934.

In Donegal, Ireland, as late as 1821 wheeled carts to carry produce to market were rejected as useless. They still used creels on ponies' backs.—John Hamilton in *Sixty Years Experience as an Irish Landlord*.

Acrostic on Technocracy Inc.

To discount emotions, opinions, personalities and traditions and place a premium upon cause and effect factors in my social and industrial relationships.

Emphasize an attitude of intelligible criticism including self-criticism, exercising open-mindedness and suspended judgment, thus avoiding excessive egotism, altruism or dogmatism.

Condition myself to be accurate in observation, calculation, operation and report, so that my resulting conclusions will be correct and convey understanding in place of confusion.

Hold no distinction of race, creed or color and place no moral blame against any group or individual but always lay bare the Price System conditioning processes that underly all actions.

Nullify all unscientific attitudes and conclusions wherever encountered, by subjecting them to objective analysis with unvarnished facts and evidence.

Oppose all compromise with the Price System and its shabby concepts, exposing both those who uphold it and those who would overthrow it as being alike functionally incompetent.

Continually point out that the paramount concern of the social state is the welfare of the human components involved, and that this must be achieved by designed direction along functional lines.

Read and study Technocracy's analysis and synthesis exhaustively, so that I may understand my country's problems and be qualified to act as a teacher of my fellow citizens.

Americanize my thinking and behavior patterns along functional lines in conformity with the technological nature of American civilization and reject all philosophic and political social ideologies, foreign or domestic.

Convert my spare time and physical energy into use forms for Technocracy Inc., by active functioning within the mechanism of the Organization

Yield to no man in my devotion to my country and my concern for its greater destiny; and stand ready at all times to help liquidate its enemies wherever they may be found, on or off this Continent.

In this present emergency confronting America, I will do all in my power to urge the adoption of Technocracy's program of Total Mobilization for Total Peace, with National Service from all and Profit to None, in place of the present muddling of Price System methods of operation.

Never relaxing my efforts to put forward Technocracy's Victory Program by all legitimate means, I will serve in any way possible to help my country solve its social problems scientifically, thus warding off the probability of fascism, communism, or chaos on this Continent.

Conceiving no higher cause, I will never falter in my loyalty to America, my allegiance to Technocracy. By doing this in word, thought and deed, I and many more like me will assure the security of America today and the certain arrival of the functional New America of Tomorrow,

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'Armed with experiment and calculation, science must not be content with facts. It wants to find out the laws, the causes.'—Roger Bacon, 1214-1294.

'The great story of knowledge called technology is a legacy from the past, enriched by current history. It is a bequest to the future.'—Homer T. Bone (Dem. Wash.) in *Progressive*, January 31, 1944.

'Experiment is the interpreter of the artifices of Nature. It is never wrong, but our judgment is sometime deceived, because we are expecting results which experiment refuses to give.'—Leonardo Da Vinci, 1452-1519.

'Politics is the art of looking for trouble, finding it everywhere, diagnosing it wrongly, and applying unsuitable remedies.' Ernest Bevin, Foreign Secretary of England in the *Washington News Digest*, November 1945:

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933.

OF GREAT LAKES TECHNOCRAT, published bi-monthly at Chicago, Illinois, for October 1, 1945.

STATE OF ILLINOIS } ss.
COUNTY OF COOK }

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared R. B. Langan, who having been duly sworn according to law, deposes and says that he is the Editor of the GREAT LAKES TECHNOCRAT, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are:

Publisher--Section 1, R. D. 8741 Technocracy Inc., 3178 N. Clark St. Chicago 14, Illinois.

Editor--R. B. Langan, 3178 N. Clark St., Chicago 14, Illinois.

Business Managers--None.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

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ROBERT B. LANGAN.

Sworn to and subscribed before me this 25th day of September, 1945.

G. A. PRODROMOS,
Notary Public.

(My Commission expires June 16, 1947.)

Some Technocracy Section addresses in Great Lakes area

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8040-2—Box 356, Ambridge, Pa.

8040-3—340 Brighton Ave., Rochester, Pa.

8041-1—1613 East 51st St., Ashtabula, Ohio.

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TECHNOCRACY

NORTH AMERICA'S ONLY SOCIAL DYNAMIC

WHAT?

★ Technocracy is the only North American social movement with a North American program which has become widespread on this continent. It has no affiliation with any other organization, group or association either in North America or elsewhere.

★ The basic unit of Technocracy is the chartered Section consisting of a minimum of 25 members and running up to several hundred.

★ It is not a commercial organization or a political party; it has no financial subsidy or endowment and has no debts. Technocracy is supported entirely by the dues and donations of its own members. The widespread membership activities of Technocracy are performed voluntarily; no royalties, commissions or bonuses are paid, and only a small full-time staff receives subsistence allowances. The annual dues are \$6.00 which are paid by the member to his local Section.

★ Members wear the chromium and vermillion insignia of Technocracy—the Monad, an ancient generic symbol signifying balance.

WHERE?

★ There are units and members of Technocracy in almost every State in the U. S. and in all Provinces in Canada, and in addition there are members in Alaska, Hawaii, Panama, Puerto Rico and in numerous other places with the Armed Forces.

★ Members of Technocracy are glad to travel many miles to discuss Technocracy's Victory Program with any interested people and Continental Headquarters will be pleased to inform anyone of the location of the nearest Technocracy unit.

WHEN?

★ Technocracy originated in the winter of 1918-1919 when Howard Scott formed a group of scientists, engineers and economists that became known in 1920 as the Technical Alliance—a research organization. In 1933 it was incorporated under the laws of the State of New York as a non-profit, non-political, non-sectarian membership organization. In 1934, Howard Scott, Director-in-Chief, made his first Continental lecture tour which laid the foundations of the present nation-wide membership organization. Since 1934 Technocracy has grown steadily without any spectacular spurts, revivals, collapses or rebirths. This is in spite of the fact that the press has generally 'held the lid' on Technocracy, until early in 1942 when it made the tremendous 'discovery' that Technocracy had been reborn suddenly full-fledged with all its members, headquarters, etc., in full swing!

WHO?

★ Technocracy was built in North America by North Americans. It is composed of North American citizens of all walks of life, Technocracy's membership is a composite of all the occupations, economic levels, races and religions which make up this continent. Membership is open only to North American citizens. Aliens, Asiatics and politicians are not eligible. (By politicians is meant those holding elective political office or active office in any political party.)

★ Doctor, lawyer, storekeeper, farmer, mechanic, teacher, preacher or housewife—as long as you are a patriotic North American—you are welcome in Technocracy.

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Like Tennyson's Brook

The Day Before The Day Before Yesterday

'It is a melancholy truth, that a suppression of the press could not more compleatly deprive the nation of its benefits, than is done by its abandoned prostitution to falsehood. Nothing can now be believed which is seen in a newspaper. Truth itself becomes suspicious by being put into that polluted vehicle.' (Thomas Jefferson (1743-1826) 3rd President of the United States, in 1807)

The Day Before Yesterday

'There is no such thing in America as an independent press, unless it is in the country towns. There is not one of you who dares to write his honest opinion, and if you did, you know beforehand, it would not appear in print.

'Any of you who would be so foolish would be out on the street looking for another job.

'The business of the New York journalist is to destroy the truth, to lie outright, to pervert, to vilify, to fawn at the feet of Mammon and to sell his race and his country for his daily bread.

'You know this and I know it, and therefore what folly it is to be toasting "an independent press."

'We are tools and vassals of rich men behind the scenes. We are the jumping jacks. They pull the strings.'

John Swinton (1829-1901) chief of the editorial staff, NEW YORK TIMES, 1860-1870; editorial writer and chief of Staff, NEW YORK SUN, 1875-1883; to a gathering of newspaper men in the latter part of the 19th Century.

Yesterday

'The newspaper is a manufacturing concern producing goods to sell at a profit; it is also a department store, and it has some characteristics that suggest the variety show. . . . But the newspaper differs from all other commodities in that it does not live by what it receives from the consumer who buys it. Three cents multiplied a million times does not support a newspaper. The valuable part of a newspaper from the manufacturer's point of view, and also to a great extent from the reader's point of view, is the advertisements. The columns of 'reading matter,' so-called, are little more than bait to attract enough readers to make the paper worth while as a vehicle for advertisements.' (John Macy (1877-1932) in the chapter on Journalism in CIVILIZATION IN THE UNITED STATES, edited by H. E. Stearns, 1922.)

Today

'I have been a newspaper man for 40 years and out of that experience I have drawn conclusions that don't exactly match with the self-adulation being proclaimed in American editorial pages this week.

'Out of my experience I have reason to believe that too often, where the interests of the many are on one side and the interests of the privileged few on the other, the newspapers line up with the privileged and powerful few.

'Indeed, the press in this country has become the ally of the entrenched economic order that has been built up around monopoly capitalism.'—(William T. Evjue, publisher of THE CAPITAL TIMES, Madison, Wisconsin (in his paper during the week of National Newspaper Week, 1945.)

Tomorrow

?